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AUGUST 13, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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Below: Tornado-struck Farm Home in Bureau County, Illinois

Force of the Wind

POWER of the AIR

TORNADOES THREATEN DISASTER

WLS brings relief

JULY tornadoes leveled homes, threatened crop calamity in Bureau County, Illinois. WLS queried at once through Prairie Farmer editors on the scene and learned of the sharp need for men to clear debris and restore damaged acres.

First WLS broadcasts described this need; told men where and when to meet. *650 men*, a hundred tractors came to help. Later broadcasts brought more hundreds. In a week, most wreckage was cleared, crops and livestock back under control.

Paul V. Dean, Bureau County Farm Adviser, counts WLS directly responsible for more than half the volunteer workers.

This is how WLS works for the people of Midwest America, and has for twenty-one yea[illegible] why Midwest people, on farm, in city, and town, have such deep-rooted confidence in "their" radio station.

When wind or war, depression or disaster make a need, WLS responds. And so "our people" respond when we ask them to buy, to help each other or the nation, or to write a million letters a year. A John Blair man can give you more details about the half-time station that works *full-time for the people*.

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

BURRIDGE D. BUTLER, *President;* GLENN SNYDER, *Manager.* 50,000 watts, 890 KC, American Affiliate. *Represented by* JOHN BLAIR & COMPANY
Affiliated in Management with **KOY,** *Phoenix, and the* ARIZONA NETWORK — **KOY,** *Phoenix,* ★ **KTUC,** *Tucson* ★ **KSUN,** *Bisbee-Lowell-Douglas*

XUM

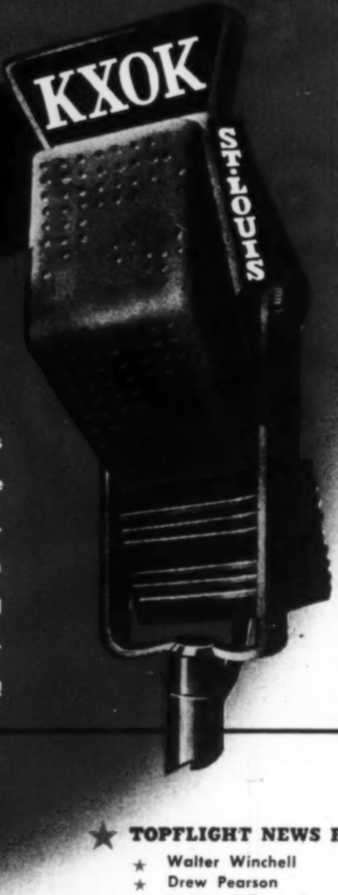
RADIO PROGRAMMING HAS CHANGED

NEWS AND COMMENTARIES

have moved steadily upward in popularity nationally. "News and Commentaries" now rank second in daytime and third in evening time—in the latter time moving up from sixth place in 1938-1939 among major program classifications including drama, news and commentaries, variety, audience participation, popular music, familiar music and children's programs.

AND IN ST. LOUIS—

LISTENING HABITS HAVE CHANGED . . .



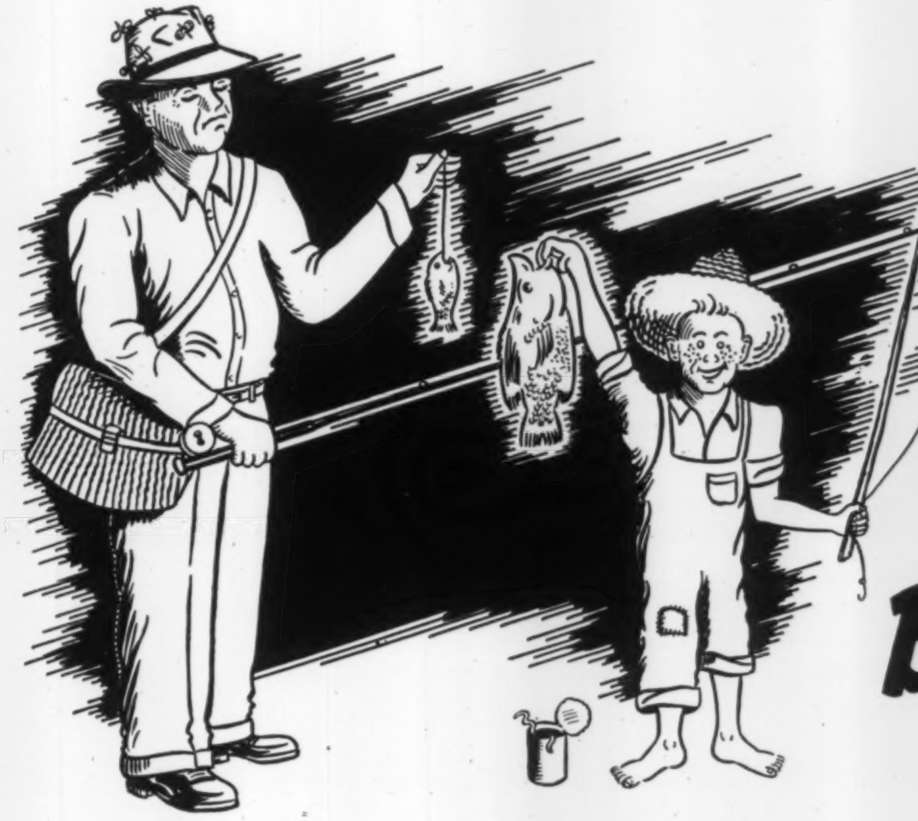
A right sense of timing in meeting new audience interests is one of the key reasons why KXOK gained 29.7% in daytime audience in 1944 versus 1943, as revealed by C. E. Hooper. All other network stations in St. Louis registered an average daytime loss. Gains in listeners and gains in advertisers are the order of the day at KXOK!

KXOK

SAINT LOUIS 1, MISSOURI
Owned & Operated by the St. Louis Star-Times
630 KC. • 5000 WATTS • FULL TIME • AMERICAN-BLUE NETWORK

★ TOPFLIGHT NEWS FEATURES
- ★ Walter Winchell
- ★ Drew Pearson
- ★ Raymond Gram Swing
- ★ Dr. Bertram L. Hughes
- ★ John B. Kennedy
- ★ Leland Stowe
- ★ Gil Martyn

Affiliated with KFRU, Columbia, Mo. Represented by John Blair & Company—Offices in New York • Chicago • St. Louis • Los Angeles • San Francisco



81.5% BETTER!

It is not always the costliest lure that gets the best results! It's just a matter of giving listeners what they want. And that's what WSIX does. Best proof of it is that 81.5% increase in WSIX's all-day average Hooper for the two years ending in January! Here is what WSIX offers: The best daytime Hooperating of any Nashville station. Top shows of both AMERICAN and MUTUAL networks. Excellent coverage at very low unit cost . . . In the thriving middle Tennessee area covered by WSIX, more than a million potential buyers await your "plug".

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN • MUTUAL

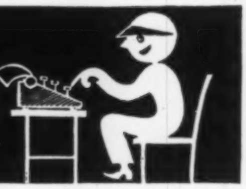
WSIX
The Voice of Tennessee's Capital City
NASHVILLE
TENNESSEE

5000 WATTS
980 KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING... at deadline



Closed Circuit

WESTINGHOUSE airborne relay plan may become international in scope, with really no limit to its possibilities. Later developments may cover complete transoceanic communications, including television relay. Shortage in international broadcast frequencies also would be eliminated, since frequencies which are plentiful would be used instead of waves below 25 mc, which are tight.

BY THE TIME this appears, FCC Chairman Paul A. Porter and Commissioner E. K. Jett will have made a flying trip to Montreal to discuss with Canadian radio authorities coordination of allocations for all services (CLOSED CIRCUIT, July 30). They left by Army plane Aug. 10 and were to have returned today (Aug. 13).

DISCOUNT those rumors about Owen D. Young, GE board chairman and one of prime movers of network radio through original organization of RCA-NBC, as new stockholder in or head of American Broadcasting Co.

NOTE TO second-guessers who believe Marshall Field may have interest in newly-formed Associated Broadcasting Corp.—Clem J. Randau, vice-president of Field Enterprises and business manager of the *Chicago Sun*, has told BROADCASTING: "This organization has no present or future intention of becoming financially interested in the Associated Broadcasting Corp." He acknowledged that an "attempt was made to interest us".

COL. WILLIAM S. PALEY, CBS president on leave as radio Psychological Warfare chief in ETO, won't be back Sept. 1 as expected but probably will arrive later in month. He has been asked to stay in Europe to greet broadcasters' mission and explain radio in war theater.

SECOND postponement in the sale of WINS New York by Hearst to Crosley Corp. (now owned by Aviation Corp.) wouldn't be surprising. Now set for Aug. 20, hearing entails additional work by FCC staff after Crosley sale to Avco was approved and legal department is tied up on FM Rules & Regulations plus Crosley-Avco opinions for majority and minority.

BRIG. GEN. ELLIOTT ROOSEVELT may return to the air as a commentator, when he is discharged officially from the Army on Aug. 15. Wm. Morris Agency will handle the show.

REPORTS persist in political circles that President Truman will recommend to Congress this fall complete reorganization of the Government, entailing wholesale slashing of agencies and commissions, including the FCC. Latest speculation is that economic-minded Senators and Representatives will recommend that he should abolish the FCC and appoint an Administrator of Communications, to function under Commerce Dept. or new Com-

(*Continued on page 78*)

Upcoming

Aug. 14: FMBI Board meeting, WTMJ-WMFM studios, Milwaukee.

Aug. 20: Hearing before FCC, sale of WINS New York by Hearst Radio to Crosley Corp.

Sept. 3: Inter-American Radio Conference, Rio de Janeiro.

Oct. 7: FCC begins action on pending FM, AM and TV applications.

Oct. 23: Clear Channel Hearings before FCC, Washington.

Bulletins

EXPANDING its regional network throughout the Mississippi Valley, North Central Broadcasting System, headed by John W. Boler, has transferred Bill Ware from Chicago office as account executive to newly-created post of western division sales manager. Former general manager of KWFC Hot Springs, Ark., until he joined North Central May 1, Mr. Ware will have charge of all territory west and south of Cleveland, including Pacific Coast.

Network earlier named Arthur Simon, former WPEN Philadelphia general manager, as national sales manager with headquarters in Empire State Bldg., New York. Peggy Strickland, formerly associated with Motion Picture Adv. Service, New York, has been appointed to the North Central New York sales staff.

H. R. BAUKHAGE, American news analyist, will cover Nazi war criminal trials slated to start in late September in Nuremberg, Germany. He'll do his *Baukhage Talking* cooperative program, 1-1:15 p.m., Monday-Friday, twice weekly, another commentator filling two periods and guest taking fifth during his absence. Baukhage was in Germany when Nazis invaded Poland and broadcast a description from Reich chancellory. He served overseas in World War I.

SEEK BOULDER AM

NEW LOCAL OUTLET on 1450 kc, 250 w power, unlimited time for Boulder City, Nev., is requested in application filed with FCC last week by Boulder City Broadcasting Co. Holding interest in new firm are Calvert C. Appelgate, secretary-treasurer (19.5%), member of technical staff of KFWB Los Angeles; Edward W. Clark (39%), president and principal owner of Southern Nevada Power Co., also interested in Southern Nevada Telephone Co., and Albert E. Cahlan, vice-president (19.5%), half-owner of Las Vegas *Review Journal*.

RMA NAMES HORLE

LAWRENCE C. F. HORLE, New York consulting engineer, prominent in development of radio industry, has been appointed chief engineer of the Radio Manufacturers' Assn., Dr. W. R. G. Baker, engineering department director, has announced. Mr. Horle will have charge of the engineering department, including RMA data bureau and related activity.

Business Briefly

SINATRA FOR OLD GOLDS ● P. Lorillard Co., New York (Old Gold cigarettes) will sponsor Frank Sinatra for 39 weeks, starting Sept. 12 on full CBS network, Wednesday, 9-9:30 p.m. EWT, replacing *Detect & Collect*. Agency, Lennen & Mitchell, continues 5-year option on Sinatra's services, negotiated by Mann Holiner, L&M v-p in charge of radio. Old Gold's Sunday series on NBC, *Meet Me at Parky's*, 10:30-11 p.m. EWT, has been extended an additional 13 weeks starting Sept. 16.

WOR SALES UP ● A 50% increase in amusement and retail advertising on WOR New York in the last year is reported by Eugene S. Thomas, WOR sales manager.

SUPER SUDS ON TV ● Colgate-Palmolive-Peet Co., Jersey City, will sponsor a Tuesday evening dramatic variety program for Super Suds on WABD, DuMont television station in New York, starting in September. Series will be produced by Wm. Esty & Co., New York, agency for Super Suds.

KIP EXPANDS ● Kip Ointment Corp., Los Angeles (sunburn ointment), adding to western states schedule, on Aug. 15 starts for 52 weeks spot campaign on these Arizona stations: KTAR KVOA KYUM KYCA KGLU KWJB. Agency, Dean Simmons Adv., Hollywood.

POST TOASTIES ON MBS ● General Foods Corp., New York (Post Toasties), on Sept. 15 starts *House of Mystery* for 52 weeks on 240 Mutual stations, Saturday, 12 noon-12:30 p.m. Agency, Benton & Bowles, New York.

INTERNATIONAL PLANS ● International Harvester, Chicago, has appointed McCann-Erickson, New York, to handle its advertising. Account formerly was with Aubrey, Moore & Wallace, Chicago. Network show will be used.

POWERFUL COAST TV

ONE OF WORLD'S highest-powered television stations is planned by Don Lee Broadcasting System atop Mt. Wilson, California, Thomas S. Lee, Don Lee president, disclosed. Application is being filed with FCC for a 40-kw visual transmitter 5,800 feet above sea-level which, combined with low-operating frequency, will eliminate interference from surrounding hills, he explained.

General Electric will build transmitter, soon as freezes are off. New project will bring Don Lee's television investments to well over $1,500,000. Network has operated W6XAO on Mt. Lee since Dec. 31, 1931, and plans to make its present video station, KTSL, the powerful outlet. W6XAO will be used as TV relay station and studio site.

LERCH TO WEAF

DON LERCH, former farm director of KDKA Pittsburgh and staff member of the Dept. of Agriculture, has been appointed farm director of WEAF New York starting today (Aug. 13). He will broadcast the station's *Modern Farmer* program each weekday 6 to 7 a.m.

What's more fun than reading other people's mail?

(Here's a sample of Miss 580's)

> June 13, 1945
> Route No. 1
> Spencer, W. Va.
>
> Hi, Miss 580:
>
> I wrote you not so long ago and gave my brother's address and asked if some of the club members would write to him. Miss 580, we have received a letter from him saying he has been getting about 15 letters a day from girls everywhere and has been answering all he has time to.
>
> He is awfully busy now, he writes, so tell all the girls who write him to take things easy for he'll write as soon as he can; and we, Mother and I, wish we could thank each and everyone of them personally. But since we don't know their names and addresses I am writing to the club and asking you to read this letter over the air so the girls who took time to write will know we thank each and everyone of them. He now has five Bronze stars.
>
> Well, I have been busy raising a garden. It is pretty now and I plan to can lots of fruit and vegetables this year. I visited some of the stores that sponsor our program while I was in Charleston, but unfortunately didn't have time to come up and see the program broadcast.
>
> My sister has a baby now. He is only two and a half months old and his name is David Eugene. Mother has him spoiled already. Well, I'll not send a household hint or recipe now but will soon. I had better close for now but will write more the next time.
>
> A Faithful Member,
> (signed) Miss Lola Mae Holcomb

More than
40,000
women are members
of the
Women's 580 club
Heard daily over
WCHS
at 4:30 p. m.

5000 WATTS

WCHS

CBS 580 KC

CHARLESTON, W. VA.

John A. Kennedy, Pres.
(on leave U. S. Navy)

Howard L. Chernoff
Managing Director

THE PACIFIC NORTHWEST MEANS . . .

KIRO
SEATTLE • TACOMA

SEATTLE—With America's Third Largest Income Per Capita

Seattle is the hub of the rich Pacific Northwest market. In size it is important, being the 17th city in the United States. But its consumer income is astonishing, amounting to over $2,280 a year per person—the third highest in the country. Where the average American has $1.00 to spend, your prospect in Seattle has over $1.95.

KIRO is the only 50,000-watt station in this rich market . . . it brings Columbia Programs to Seattle and the Pacific Northwest.

SEATTLE
TACOMA
KIRO
The Friendly Station
SEATTLE, WASH.

THE PACIFIC NORTHWEST'S
MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio

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IN THIS ISSUE . . .

Radio Flashes Jap Surrender Offer ______ 15
Pacific War Story Told by Radio ________ 16
Silence Aided Atom Bomb Development __ 16
TV-FM Airborne Relays Confirmed ________ 17
New Radio Construction Begins Oct. 7 ____ 18
Station Business Can Be Revealed ________ 18
NAB Revises Code, Names Willard ______ 20
Willard Learned Radio From Mike Up ____ 20
Rep. Celler Demands FCC Crack Down ___ 24
Texts of FCC Financial Rules ____________ 32
Radio Time Scarce After War
By Blayne Butcher ______________ 36
Postwar Considered at West Canada Meet 61
NABET to Continue Independent ________ 64
Babcock Elected Crosley President ________ 65
Industry Leaders Study European Radio ____ 66
Washington Video Firm Given Green Light __ 67
Text of New NAB Standards of Practice__ 68
Dumm Buys KXA for $200,000 ________ 69
Canadian Stations Standardize Copy ______ 74

DEPARTMENTS

Agencies ______ 50
Allied Arts _____ 52
Editorial _______ 42
FCC Actions _____ 74
Feature of Week__ 10
Management ____ 46
Network Accounts_ 52
News __________ 48
On War Front ___ 26
Our Respects To__ 42
Production _____ 48
Programs _______ 54
Promotion ______ 56
Sellers of Sales __ 10
Sponsors _______ 58
Sid Hix ________ 16
Technical _______ 50

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Sidney Shelley, Norma Pugliese, Jerry Posey, Adele Porter.

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION
BERNARD PLATT, *Circulation Manager*
Dorothy Young, Herbert Hadley

NEW YORK BUREAU
250 Park Ave., Zone 17, *PL*aza 5-8355
EDITORIAL: Bruce Robertson, *New York Editor;* Florence Small, Dorothy Williams, Dorothy Macarow.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, *CEN*tral 4115
Frank A. Browne, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
1509 North Vine St., Zone 28, *GL*adstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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JACK STECK

Master Showman

becomes Program Director of WFIL

Once again WFIL leads the way in progressive radio station operation. Believing that radio entertainment is largely show business, WFIL appoints as its Program Director, Jack Steck—a master showman.

Jack Steck has been a vaudevillian, a stock company juvenile, author and producer of two successful plays, and master of ceremonies at famous night clubs. Steck started in radio in the "crystal set" era. Since that time he has produced and directed many "big time" radio programs and stage presentations.

Looking to the future—when television brightens every radio home, Steck's vast experience in producing shows of wide visual appeal will be turned toward the presentation of outstanding video programs.

Jack Steck currently produces, directs and emcees "Hayloft Hoedown" coast-to-coast American Broadcasting Company program Saturdays at 10:30 PM E.W.T.

IN PHILADELPHIA

WFIL

MEANS PROGRESS
and PUBLIC SERVICE

***Represented Nationally by* THE KATZ AGENCY**

THE FRANK SINATRA SHOW

so does

XUM

originates at KNX...

Ozie Waters & His Guitar

• When Sinatra sings, dream castles sprout all over the continent, from Fort Kent, Me., to Calexico, Calif., and Blaine, Wash., The Voice is America's No. 1 wholesaler of what Shakespeare called "such stuff as dreams are made on." Frank is also No. 1 wholesaler of Max Factor's romantic products for embellishing the exteriors of gals and interiors of dream castles.

And when Sinatra sings, it takes the nicest, smoothest, most professional technical skill to transmit the exquisite shadings of his voice to the air. Technical skill is where CBS and KNX live; superlative technical skill is what The Voice gets.

But this skill – famous from c. to c. – is not confined to network programs. Local KNX productions get the same flawless treatment.

Prove it by listening, for instance, to Ozie Waters. Ozie sings Western. He specializes in large, wide rumpled plains, and in skies spattered with stars. Ozie merchandises his own brand of dream material in the early morning, and it has a lot to do with the fast sales of Musterole in these parts.

There's quite a gap between Frank and Ozie in the nature of their products, sponsors, audiences, and selling-appeals. But each audience gets its own favorite *at his best* – because Columbia-in-Hollywood offers studio technique that has never been beaten.

KNX can build a successful program idea for you. KNX producers will handle it as top-priority [illegible] skill. KNX engineers will deliver it to the whole of Southern California bright as new. To start this profitable operation, call us – or Radio Sales – or both.

KNX

LOS ANGELES
50,000 WATTS
COLUMBIA OWNED

CBS

Columbia Station for All Southern California

XUM

Ever see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln - - we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

---

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Feature of the Week

SURPLUS material expected to be had practically for the asking as soon as a falling off of war requirements floods the market may, through necessity, entirely revolutionize broadcasting and allied arts if there is a repetition of the history of the first World War.

"The beginning of radio as we know it was not an accident," according to Francis Conrad, American western division station relations manager and a faculty member of the recent McClatchy Broadcasting Co. Summer Radio School at KFBK Sacramento. Mr. Conrad is the son of the late Dr. Frank Conrad, general engineer and oldest Westinghouse employe.

Westinghouse had a large stock of surplus war material which it wanted to put into use," he relates. "My father provided the outlet through developing his theory that radio was not only for point to point communication but for mass communication.

"We set up our broadcasting station in our garage in Pittsburgh in 1919. I was the program director—that is, I went to the music store to get the records and carried them to the garage. We broadcast on Mondays, Wednesdays and Fridays. I was studio manager and property man.

In 1922, Francis accompanied his father, who is credited with great discoveries in shortwave, to London where Dr. Conrad demonstrated that shortwave transmission was not limited to the horizon.

"Once we thought a shortwave was 16 feet, now we measure it in centimeters," says Mr. Conrad. "We will have learned more about radio when this war ends, than we did in World War 1. Then we learned a new use for an existing communication medium. That new use was broadcasting. Now we are learning of microwaves and television.

"We may even be as naive in our knowledge of television as we were at one time in shortwave. The better we know and understand a thing, the more uses we find for it.

"It is logical for radio to be part of the educational program. Radio is as free as the press of the nation, having all the privileges of the press except editorial comment. Added assurance that this fredom will be maintained is seen in President Truman's insistence, expressed in a letter just made public."

Egg-Dropper

TEN-MINUTES before news was released of pilot who dropped first atomic bomb on Japan, WBT Charlotte contacted parents of Maj. Thomas W. Ferbee Jr., and rushed them to studio. In subsequent interview Mrs. Ferbee mentioned how "Tommy" as a small boy was always careless about bringing the eggs in from the barn, usually dropping at least one. Maj. Ferbee dropped the biggest egg ever dropped on Hiroshima.

Sellers of Sales

HAL Winter, new media director of Grant Adv.'s New York office, says that four networks are enough for this country . . . and he feels that new broadcasting chains are doomed to financial failure.

"The costs on a full-fledged network, like any of the four major ones we now have, would be prohibitive to the advertiser," Hal said. "Some time and space buyers seem to think that there is need for new networks because of the scarcity of time on the four existing ones. Me, I don't think a new network could make a go of it."

Hal, who's been with Grant since last May, has been in the radio business since he finished Fishburne Military Academy in Virginia in 1931. Hal was with the Katz agency, national station representatives, for about 2½ years and then went with WHN New York as a station time salesman.

For more than two years before he joined Grant, Hal was media director of Raymond Spector Co., New York.

In his present job, Hal handles all media buying of the New York office, which includes the supervision of all buying for Grant's foreign accounts. He has four assistants.

In 1935, Hall married Miss Florence Maher. They now have two daughters, Pat and Pam, and spend their winters in Kew Gardens, their summers at Point Lookout.

Sell WITH

W D E L

WILMINGTON DELAWARE

NBC Basic Station

5000 WATTS day and night

Represented by

RAYMER

When it's time to speed merchandise across the country, time buyers turn to Weed & Company for aid in locating good times on good stations. Weed men are thus able to "highball" a train of contracts into the hands of Weed-represented stations.

Complete understanding of station problems, as well as time buying problems, makes Weed men able dispatchers of radio advertising business for sales-able stations. When you are represented by Weed & Company you know that "time will sell."

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

XUM

FM Station WLOU

Studio of FM Station WLOU, Detroit, Michigan. RCA 77-B Microphones are used in this studio and RCA 88-A Microphones in the announce booth.

The RCA 76-B Consolette in the control room of WLOU. Also shown in the picture are the RCA 70-B Transcription Turntables.

uses RCA Equipment from Microphone to Antenna

WLOU, the FM Station of John L. Booth, Inc., Detroit, Michigan, uses RCA equipment throughout. In the studios are RCA 77-C Microphones; in the control room are a 76-B Consolette and 70-B Turntables; in the transmitter room are an RCA FM-10-B Transmitter and RCA frequency and modulation monitors. The antenna is an RCA Type MI-7823-A assembly.

WLOU is a sister station of WJLB, the AM station operated by John L. Booth, Inc. It is interesting to note that WJLB, like hundreds of other AM stations, is also completely RCA equipped. Operators of both AM and FM stations—and station applicants—can make reservations right now for early delivery of RCA postwar broadcast equipment. For information on our Broadcast Equipment Priority Plan, write to Broadcast Equipment Section, Radio Corporation of America, Camden, N. J.

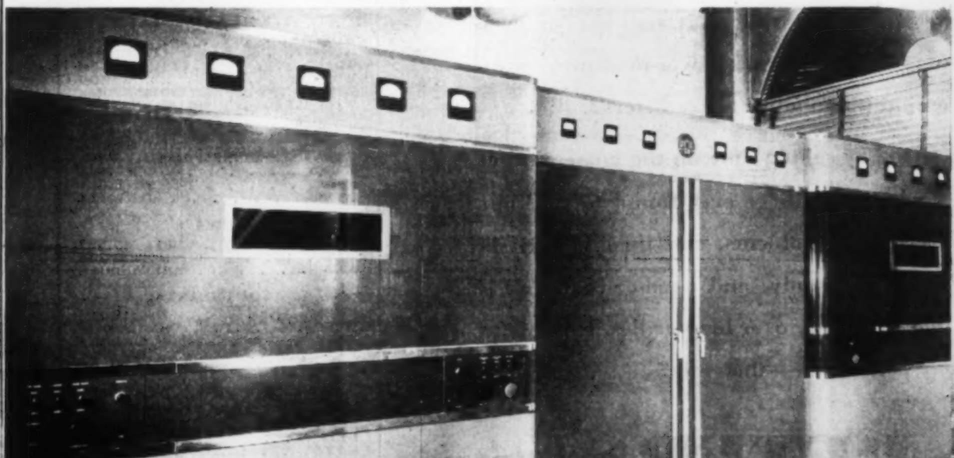
RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

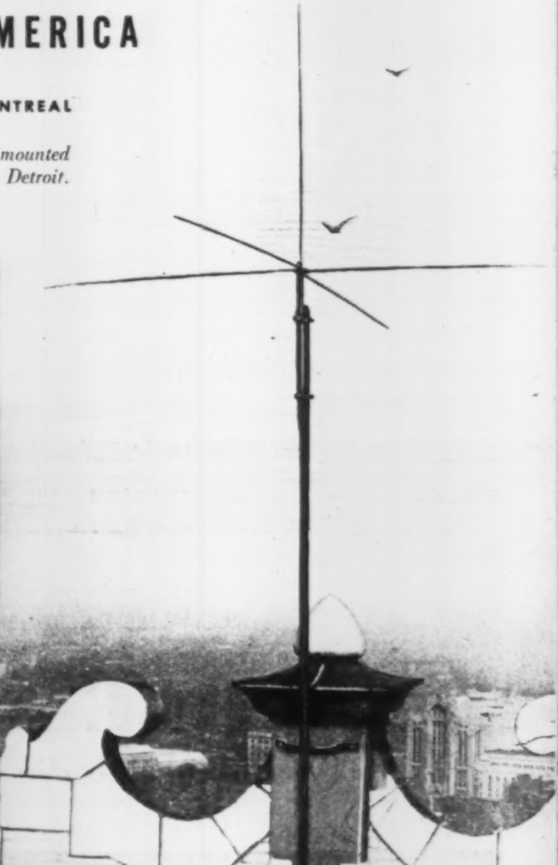
IN CANADA, RCA VICTOR COMPANY LIMITED, MONTREAL

BUY WAR BONDS

The transmitter of WLOU is an RCA Type FM-10-B (10 kw) Transmitter. Other RCA equipment includes frequency and modulation monitors.



Antenna of WLOU is an RCA Type MI-7823-A, mounted on the top of the Eaton Tower in downtown Detroit.



Jefferson Machamer

"You can't say nobody loves you! WE love you; F&P loves you!"

● If anybody in your Media Department is rapidly (or even slowly) going nuts with over-work, over-pressure, over-detail—why not remind him about Free & Peters?

Yes, we make our living by selling time on the good stations at the right. But the best way we've ever found to sell time is to learn the advertiser's problems, and then to turn in and do whatever research, study, and head-or-footwork is indicated to help that advertiser over his hurdles. How about letting us earn *your* confidence—that way?

EXCLUSIVE REPRESENTATIVES:	
WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
and WRIGHT-SONOVOX, Inc.	

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

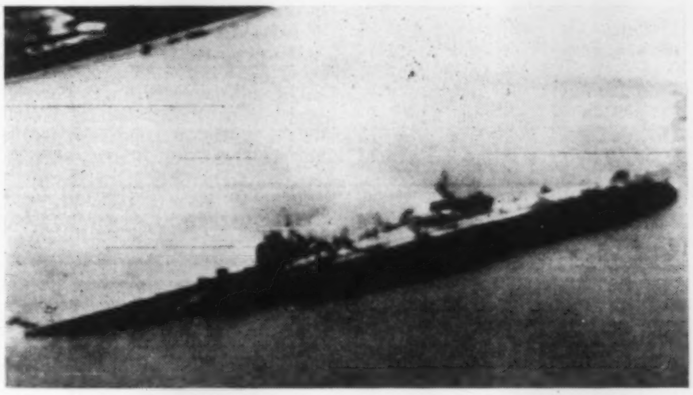
CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *645 Griswold St.* Cadillac 1880
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 7 WASHINGTON, D. C., AUGUST 13, 1945 $5.00 A YEAR—15c A COPY

Radio Brings Jap Surrender Offer First

World Hears News Before Formal Proposal



THIS PHOTO of a sinking Jap craft is first ever to be transmitted via radio from a ship in the Pacific to the United States. It was sent by facsimile process from a battleship of the Iowa class lying off Japan's mainland to Guam and re-transmitted to San Francisco for distribution.

"We surrender!"

The Japs turned to radio to tell the United Nations that they would meet the Potsdam demands if their Emperor's person and position were held inviolate.

That was 7:36 a.m. Friday, Aug. 10, a day that became V-J Day for many peace-anxious people from Iwo Jima to Piccadilly.

But the Big Four did not receive formal proposals of peace from the Japanese until later in the day although the world knew of the Nipponese broadcast. And while celebrants hailed the end of the war, while news broadcasters and commentators hovered anxiously over telephones, news machines and monitoring receivers, high Government officials met—and kept mum.

Radio at Fore

Radio helped convince the German people their military might could not withstand the onslaught of the Allied armies. Radio played an important part in telling the Japanese people continued fighting was futile. And it was radio—American commercial radio—that carried rapidly moving developments to the people of the United States last week.

First the atomic bomb. Russia's declaration of war against Japan. President Truman's personal report on the Potsdam Conference on the eve of the Japanese surrender acceptance. President Truman made his report to the people and to the world—by radio.

CBS First

First network to flash the first brief bulletin on Japan's acceptance of the Potsdam declaration was CBS, which opened early Aug. 10 to broadcast the news at 7:42:30.

Allan Jackson, CBS news announcer, first read the flash on WABC, New York CBS station. Jackson broke into Arthur Godfrey's local program, airing the bulletin at 7:36:30, just a few seconds after it came in on the United Press Radio wire.

CBS, which usually opens at 8 a.m., started its broadcasting day with the flash and then began calling in foreign and domestic correspondents.

Other networks broadcast the flash at 8 a.m., normal opening hour for American and NBC but an hour early for Mutual. By opening early, CBS scored a 17½ minute network beat.

Among network stations in New York, however, WOR-Mutual apparently was first with the news. John Gambling, WOR m. c., read the bulletin on his own program at 7:36 even.

WABC's 7:36:30 flash was second in New York, with American's WJZ coming in third. Stan Shaw, m. c. on *Breakfast in Bedlam*, broke into a recording of "*You're a Lucky Fellow, Mr. Smith*" to read the flash at 7:36:52 a.m.

WEAF's Don Goddard was on the air with the news at 7:37 a.m. NBC's New York office got the story from its San Francisco office which monitored Tokio radio.

White House Watch

Meantime, however, the news wire services had carried the flash into virtually every radio station in the country and early-morning listeners heard the news through their local stations.

Network correspondents were dispatched to the White House in Washington to augment skeleton staffs already on duty. Arrival of Secretary of State Byrnes, other Cabinet members and high Government officials was reported. Regular schedules were tossed out both by networks and local stations. Commercials were cancelled as radio gave the nation meager bits of information as developments unfolded.

American, first and only network to call in its Berlin correspondent Friday morning, had Donald Coe on the air shortwave from the German capital at 8:18 a.m., and again during the *Correspondents at Home and Abroad* broadcast 8:30-8:45 a.m.

American reported that attempts to reach network correspondents in the Pacific failed, but the three other networks apparently had no technical difficulties. Chungking, Guam, Okinawa, Manila—all were heard from on the various nets except American.

CBS and American resumed normal schedules shortly after the 10:38-10:40 bulletin on President Truman's denial of official knowledge of the Jap offer. NBC and Mutual, however stayed with news and commentary, discussions, etc., through the entire morning.

Regular Schedules Out

Immediately following its network flash at 7:42:30, CBS put on Harry Clark in New York who read news service bulletins as they came in.

All four networks led off with the first flash and as many adds as they had received by 8 a.m. The chains then threw out their regular program schedules, substituting news, commentary and roundups.

By 8:04 a.m. CBS had Farnsworth Fowle from Moscow on the air, probably the first network foreign correspondent to be called in shortwave. Fowle led off the *World Roundup* which lasted 15 minutes and included Don Pryor, Chungking; Ed Murrow, London; Joe McCaffrey, Washington, and Allan Jackson, New York.

Starting at 8 a.m., NBC had a 30-minute news and local reaction roundup. Lief Eid in Washington was first on the broadcast, followed by George Thomas Folster, Guam; Joe R. Hainline, Pacific Fleet, and

(*Continued on page 72*)

Radio's Participation in World War II

(Chronology from Sept. 12, 1938 through May 7, 1945, was printed in BROADCASTING, May 7).

May 11—Radio adopts victory themes in celebration of V-E Day at time and talent expenditure of estimated $1,000,000. Censorship code relaxed drastically, permitting return of man-in-the-street-type of program.

May 18—Leading delegates of UNCIO conference, San Francisco, stress radio's future responsibility in campaign to prevent war.

May 25—New Selective Service policies announced by Gen. Lewis B. Hershey leave broadcasters virtually safe from further inroads by draft boards. Future calls confined almost entirely to men under 30.

June 2—Navy Radio Section public relations reorganized into two units—radio services and programming. Radio programming under Lt. Comdr. Charles E. Dillon, USNR, and services under Lt. Comdr. J. Harrison Hartley, USNR.

June 4—War Production Board removes restrictions on production of transmitter antennas and permits construction and alterations costing up to $1,000. Previous limitation was $200.

June 11—WPB Chairman Krug tells House Appropriations Committee that construction bans will be lifted on V-J Day.

June 11—Study by Curtis Publishing Co. reveals three out of five prospective appliance buyers plan to purchase radios two years after they become available.

June 11—D. Harold McGrath, superintendent, U. S. Senate Radio Gallery, writing in BROADCASTING, says UNCIO found radio winning equal rights with all other news media.

June 16—Two radio overseas cor-

(*Continued on page 72*)

Broadcasting Role In Pacific Is Big One

Used Against Foe At Home and on War Front

RADIO—the sound behind the fury that licked Japan—can look over its war ledger now with assurance that it measured up.

Radio's many facets were employed against the enemy. In the field, convoys moved and men marched at commands voiced by radio. At home, radio helped to build purpose among the people, recruited armies of fighting men and working men, sold war bonds, solicited blood donors, performed its myriad tasks with determination.

Radio's dollar sacrifice doubtless did its part in saving lives, too. In the seven war loan drives, it contributed these amounts in time and talent: 1, $3,500,000; 2, $7,095,000; 3, $12,000,000; 4, $12,800,000; 5, $11,000,000 6, $11,250,000; 7, $23,513,740. That totals $81,158,742.

The total war effort contribution of American broadcasting has been $543,902,500.

Civilians who knew nothing of war, but something of the radio art, were recruited by thousands at the outset of hostilities. Many of them contributed their skills to Radar, and to other military conveyances of the art which were destined to hasten the day of victory.

Were Fighters, Too

Others from broadcasting became fighting men in the field, or combat correspondents carrying their microphones with them. To name a few is to honor them all.

There was Ens. Thomas A. McClelland, chief engineer on leave from KLZ Denver, killed in action Dec. 7, 1941.

There was Irving Strobing, who tapped out on a radio telegraph key the final message from Corregidor: "Get this to my mother. Mrs. Minnie Strobing, 605 Barbey St., Brooklyn, N. Y. They are to get along OK. Get in touch with them as soon as possible. Message. My love to Pa, Ma, Joe, Sue, Mac, Gerry, Joy and Paul. Also to all family and friends. God bless 'em all, hope they be there when I come home. Tell Joe wherever he is give 'em hell for us. My love to you all. God bless you and keep you. Love. Sign my name and tell Mother you heard from me."

Incidentally, Joe "gave 'em hell". He was with MacArthur's forces when they returned to the Philippines. Irving is said now to be in a prison camp in Japan.

Lt. Col. A. A. Schechter, now director of news and special events for Mutual, designed and operated the famed radio ship *Apache* which first flashed news of the return to the Islands.

Lt. Col. Jack Harris, long assistant chief, Radio Division, Bureal of Public Relations, War Dept., now in the Pacific as radio officer on Gen. MacArthur's staff, successor there to Schechter.

Col. Thomas Lewis, commandant of the Armed Forces Radio Service, the far-flung GI network in the Pacific—manned by former radio men, feeding entertainment and information to fighting men in the Pacific even now over scores of stations.

Some With OWI

There are the untold scores of former broadcasters who turned their talents to the Office of War Information for the psychological warfare campaign against the Japanese enemy. They broadcast over myriad transmitters leased to them by private owners, built other installations to strengthen their hands.

The war began with a radio voice—with Bert Silen, then of KZRH Manila and others like him telling America that Jap planes were attacking. Silen who, when liberated, returned to the air with his casual "As I was saying when so rudely interrupted. . . ."

And the war appeared to be ending with a radio voice—this one with a Japanese accent, speaking from Nippon and offering surrender.

American Expeditionary Station Noumea was the first AFRS station to be opened in the South Pacific. This was established on Feb. 1, 1944, followed shortly after by AES Guadalcanal on March 22; Munda on April 3 and Bourgainville on April 15.

In August 1944 new studios were were completed at Pearl Harbor and Guam to expedite transmission of news from the Central Pacific. Other studios are being built now at Manila. At Palau in September 1944 was the first attempt to handle radio from the scene of operations.

Pioneer correspondents would "hitch-hike" to the front on whatever transportation was available, spend a day getting a story, then spend three days getting back to a place from which they could send their dispatches. It was not as in Europe where distances were short and facilities available.

Armed Services Help

Cooperating to the utmost, the armed services granted use of their stations as soon as established, rigged up broadcasting apparatus aboard battleships and special ships.

Much in the way of new equipment was devised and methods for

(*Continued on page 73*)

Radio Kept Secret of Atom Bomb

America Heard First Of Its Success On Air Waves

By JACK LEVY

RADIO suppressed and radio revealed.

The biggest story of all time—the harnessing of atomic energy—was as notable for the success with which secrecy was maintained for two long years as for the astonishment with which hundreds of million of listeners throughout the world learned that science had concentrated the power of the universe into a small package. The revelation that the cosmic energy of creation had its baptism in destruction did not detract from the full realization of the far-reaching potentialities of the discovery toward a better world.

Radio people, not everybody but enough of them to tell the world, knew about the atom story. They knew about the experiments at Oak Ridge and Richland and Alamogordo. But whenever they checked their stories for "security" they were asked not even to mention the word "atom". They complied.

Price Comment

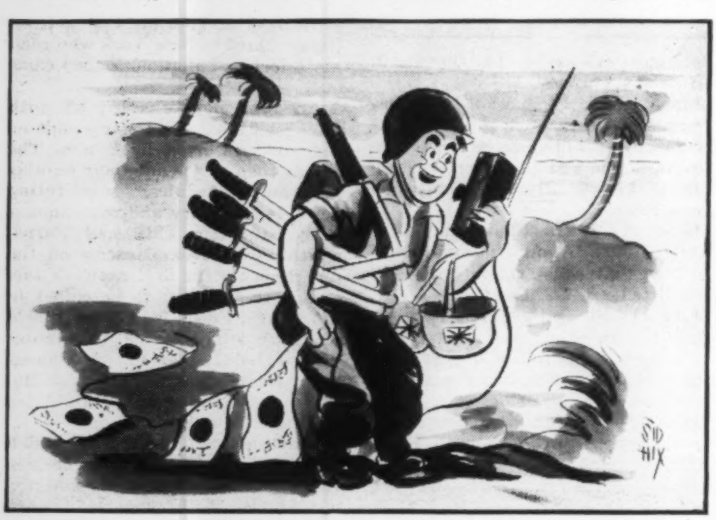
In praising radio and the press for their cooperation on the atomic bomb development, Byron Price. director of the Office of Censorship, said: "When you stop to think that a great many reporters and commentators knew what was going on at Oak Ridge and the other plants which are working on the process and still abided by the requests of this office, it gives you some idea of the part all played in keeping the thing a secret." OC issued its first request to withhold news on atomic energy in June 1943. Since that time it has been necessary to repeat the request only once. There had been only a few minor violations, none of which was deliberate, Mr. Price disclosed.

Radio stations in Tennessee, Washington, and New Mexico practiced admirable restraint in keeping mum on the enormous plants in their states in which thousands of workers had signed "for the duration" and to which trainloads of materials had entered but from which nothing tangible seemed to emerge. In fact, the stations even recruited manpower for the plants, contributing spot announcements calling for men for "a very important project, vital to the war effort".

When the lid was finally taken off by President Truman's announcement Monday that the first atomic bomb had been dropped on Hiroshima, radio too let out a blast, releasing the pent-up emotions of more than two years of silence. Of course, the networks broke into all commercial programs to break the news. Special programs were quickly arranged to explain the phenomena of atomic power to the listeners. Prominent scientists and science authorities were interviewed by commentators. Pickups from Oak Ridge and other points were made to bring the listener close to the centers of production of the atomic bombs. Programs made prior to the "freeze" of the atom story were resurrected and rebroadcast.

Following its initial bulletin at 11:15 a.m. on Aug. 6, CBS repeated the news with additional material throughout the day. At 4:30 p.m. on *Feature Story*, Harry Marble

(*Continued on page 71*)



Drawn for BROADCASTING by Sid Hix

". . . only newly-located sources of supply permit me to offer these genuine Jap souvenirs at such a low price . . ."

Airborne Relays for FM, TV Confirmed

Sky Transmitters Would Blanket Nation

By ROBERT K. RICHARDS

STRATOVISION!

That's the proposed "atomic bomb" of broadcasting.

Westinghouse Electric Corp., in cooperation with the Glenn L. Martin Co., has announced the new science. Airborne transmitters, if tests to be conducted are successful, will blanket the nation with FM and television signals.

BROADCASTING exclusively reported the development Aug. 6. At a press conference in New York's Waldorf-Astoria Thursday, Walter Evans, Westinghouse's vice-president in charge of radio, confirmed the report and enlarged upon it.

Also attending the New York conference, at which were gathered several hundred writers, were Glenn L. Martin, president of the company bearing his name, and A. W. Robertson, chairman of the board of Westinghouse, both of whom expressed confidence in the possibilities of Stratovision.

Coast to Coast TV, FM

"If as successful as all our specific information and ultra-shortwave experience indicates it will be," Mr. Evans said, "Stratovision would make coast-to-coast television and FM broadcasting possible at a reasonable cost and would permit these services to be broadcast to even isolated farm homes many years ahead of any previously suggested system."

Mr. Evans revealed that Westinghouse has filed application with the FCC for permission to make actual flight tests. It is understood that applications are for one FM and four television channels.

Stratovision, discovered by a 27-year-old scientist and developed by the pioneer manufacturing company, envisages the simultaneous service of four television programs and five FM programs to 78% of the U. S. population. Relay transmitters would be flown in specially-designed Martin monoplanes on prescribed circle courses at an 'over-weather' elevation of 30,000 feet.

CHARLES E. NOBLES, 27 (center) of Paris, Tex., had the bright idea for Stratovision while flying over his native state in December, 1944. He was recruited by Westinghouse Electric Corp. in 1939 during a nationwide search for young engineering talent. With him are Walter Evans (left), vice president in charge of radio for Westinghouse, and William K. Ebel, vice president in charge of engineering, Glenn L. Martin Co.

Signals would be spread over 211-mile ground radials from each plane. Each plane would be accompanied on its eight-hour shift by a sister-ship, for use only in case of emergency.

Each flying transmitter house would accommodate a flight crew of three plus six radio technicians. Eating quarters, a galley and a lounge would be included in the plane equipment. Four planes would be assigned to each small-circle area, the latter identified by Mr. Evans as: New York, Pittsburgh, Chicago, Kansas City, Curtis, Neb., Leadville, Col., Salt Lake City, Los Angeles, Durham, N. C., Atlanta, Memphis, Dallas, Sacramento, and Portland, Ore. The first eight of these would be sufficient to provide a coast-to-coast network service, he said.

Data on Stratovision was placed before the FCC during its deliberations on allocations. Commissioners, it was understood, accepted it as a feasible venture scientifically, but expressed grave doubts as to its social implications.

Commissioners foresaw, among other things, the possible dissolution of ground-bound networks. They foresaw numerous changes in regulatory procedures. Some question was raised as to the advisability of putting so much power in the hands of one organization. No doubt was expressed by any Commissioner, it was said, that experimental licenses would be forthcoming.

In New York, officials said that a Stratovision plane probably would cost about $500,000, equipped for service. Westinghouse spokesmen would make no predictions as to the part the company would take in the consummation of the plan. That depended, they said, on the decision of the FCC—whether the system should be operated by individual broadcasters, by networks or as a common carrier.

As a manufacturer of video receivers, however, and an owner of television stations, Westinghouse doubtless would profit from increased receiver sales, more rapid development of television and fees on its Stratovision rights.

The first test airborne operations probably will be conducted over Baltimore, where Martin and Westinghouse plants are located.

The young man who projected the Westinghouse-Martin plan is Charles E. Nobles, Texas-born radar expert. Of it, he said Thursday: "Programs would be originated in conventional ground studios connected with plane transmitters by special beamed-type ultra-shortwave radio link, much like those used in radar. Similarly beamed plane-to-plane connections would be employed to form the nationwide high-altitude relay network.

Choice of Programs

"The only advange in mounting several transmitters in the same plane is to provide greater choice of programs and for economy of operation, since each transmitter would function as a separate station."

Mr. Nobles, taking Pittsburgh as an example, said that it would take 11 50 kw ground transmitters to perform the coverage job of a single Stratovision plane. And since each plane will serve four television and five FM programs, it would take, he estimated, 44 television transmitters and 55 FM transmitters, plus approximately 33 relay stations. The operating cost for one Stratovision station is estimated at $1000 per hour. Equivalent ground coverage, it was said, would cost $13,000 per hour.

Mr. Nobles claimed greater economy for Stratovision by virtue of the decrease in required power for emission as the antenna height is increased. "One kilowatt of power will be sufficient," he noted, "to provide a useful signal throughout the 422-mile range of an antenna located 30,000 feet in the air. Thus power to operate all nine transmitters and all monitoring and relaying equipment can be provided by each plane's engines."

Stratovision

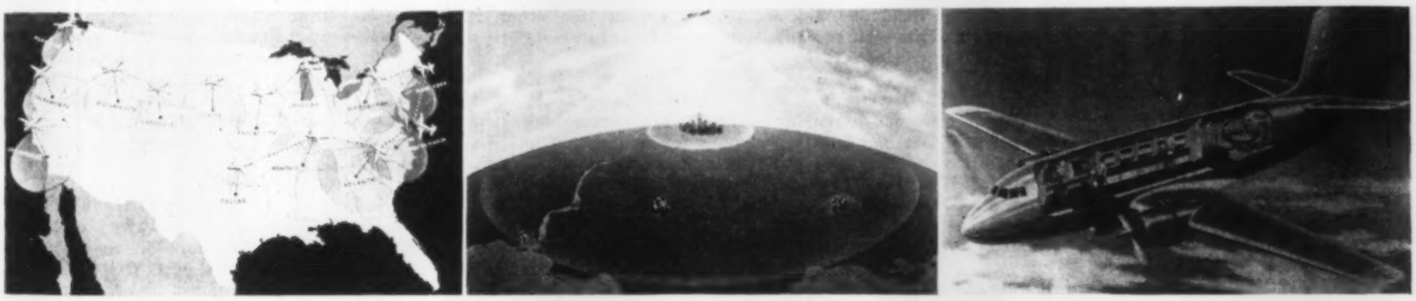
What it is: A system for relaying FM and television signals through airborne transmitters flying at 30,000-foot elevations.

Who proposes it: Westinghouse Electric Corp. in cooperation with The Glenn L. Martin Co.

What they claim: That Stratovision will accelerate creation of a program distribution network for TV and FM; expedite sales of television receivers; reduce time required to build nationwide television service; give the art to small urban and rural areas before any other system thus far conceived; hasten the day of very high frequency color television; increase the source of program material; clarify video images.

Remarking that best reception requires that the antenna of each receiver have directional characteristics and be pointed directly toward the transmitter antenna,

(Continued on page 75)



THIS IS the coverage pattern claimed for a 14-station Stratovision network. Fourteen "flying transmitters" (left) will blanket, it is claimed, 78% of U. S. population with FM and TV signals. Each station's plane, flying at 30,000 feet (center), casts signals over a 108,000 square mile area. At right, a Stratovision plane—almost as large as the B-29, equipped with nine transmitters, manned by a crew of three, plus six radio technicians. Planes would fly in pairs so one could take over to maintain service should the other develop trouble of any kind.

XUM

New Radio Construction Begins October 7

FCC Gives 60-Day Notice Prior To Thaw

RADIO'S GREATEST construction boom, entailing hundreds of new stations and vast improvements to present facilities at a cost of millions of dollars, was started on its way last week when the FCC disclosed it would begin acting on applications in the pending files on Oct. 7.

In a Statement of Policy issued Tuesday, the Commission announced the 60-day period, prior to full-force construction activities as promised last January, began with issuance of the statement on Aug. 7. More than 800 applications for new facilities in the pending files will be processed. The 60-day period for "filing and processing of new applications" prior to action on those in the pending files is under way.

Applications Roll In

Within 24 hours after the Commission's policy was made public, applications began rolling in. By Friday the secretary's office was literally swamped with applications for new FM, AM and television stations and request for improvements in existing standard stations.

Conservative estimates place the number of applications expected in the next 60-day period at well over 1,000. These are expected to include some 500 applications for new FM stations and a like number for improvements of present AM outlets.

The war's end will not affect the 60-day waiting period, but the big thaw is on, so far as broadcasting is concerned. By Oct. 7 considerable new construction should be ready to begin and by the end of the year wide building activity should be under way, manpower conditions permitting.

The Commission expects that construction started the latter part of this year "can be completed within the normal period of a construction permit without unreasonable difficulty." War Production Board has advised the FCC that materials for new facilities in all categories "will begin to become available within the next few months".

486 Commercial FM

Pending in the FCC files are applications for 486 commercial FM stations, 25 educational outlets, 180 for standard facilities and 125 for commercial television stations.

Applications will be granted strictly on merit, according to FCC Chairman Paul A. Porter. Speaking before the Federal Communications Bar Assn. last January, Mr. Porter declared: "FM and television grants will not be made on a first-come, first-served basis. We hope that in most communities there will be enough channels for all qualified FM applicants; where that is not the case, grants will be made, after hearing, to those best qualified—not to those under the wire earliest." That policy remains unchanged.

When the 60-day period expires Oct. 7 the FCC staff is expected to have a number of applications processed and ready for FCC action. Although WPB has informed the Commission that it does not know for sure the quantities and types of materials which will be available by Oct. 7, it was learned that with the Pacific war nearing an end and military cutbacks increasing, both the WPB and FCC anticipate that quite a few new stations will be completed or well under way before 1946.

May File Amendments

Under the new Statement of Policy, applicants will not be required to show they have the necessary equipment on hand, as was the case under the freeze order. Applications for new stations in communities without primary service, noncommercial educational, experimental and developmental services, and changes in equipment required by the Commission are not affected by the 60-day order. The FCC will continue to act on such applications without delay as in the past.

Procedure outlined in the Commission's new policy provides that applicants whose requests were filed prior to Aug. 7 may file such amendments as may be necessary to reflect new or changed conditions from those stated in applications. At the termination of the 60-day period consideration will be given these amended applications in the "ordinary course of business". The Commission also will give consideration to "conflicting applications filed during this 60-day period".

On applications which have been designated for hearing, but have not yet been heard, the FCC will not announce hearing dates until after Oct. 7. Applicants may file amendments prior to that time.

With reference to applications which have been heard and the records closed, applicants are asked to advise the FCC before Oct. 7 of "any changes which may have occurred reflecting upon matters of evidence introduced into the record". Copies of such notifications also must be served on other parties to the proceedings.

No FM or television applications can be processed until the Commission adopts new Rules & Regulations and Standards of Good Engineering Practice, both of which are pending [BROADCASTING, Aug. 6]. Last week Commissioners met daily with members of the FCC legal and engineering departments on FM Rules & Regulations.

Because of the widespread interest in the proposed regulations and the unanimous opposition of broadcasters to certain proposals, the Commissioners were understood to be studying the three-day hearing record before making final decision. Best indications Friday were that the FM Rules & Regulations won't be ready for another week or 10 days—possibly a fortnight.

Standards Approved

Engineering standards for both FM and television already have been approved by joint FCC-industry engineering committees. A subcommittee is working on proposed facsimile standards. The Commission is expected to adopt the FM and TV standards with few, if any, amendments.

Pending adoption of the FM and television Rules & Regulations, the Commission legal and engineering staffs already are working on the 180 applications for standard stations in the pending files, but one question remains unanswered. Will the FCC be able to process expeditiously the 816 applications in the pending files plus another anticipated 1,000 during the next 60 days?

So far no additional engineering or legal help has been added. Before the Commission can employ

(*Continued on page 65*)

FCC Can Reveal Business Record

Books May be Opened At Commission's Discretion

(*Financial Rule Text, Pages 32, 34*)

INTEREST of the FCC in how much money broadcasters are making and who determines their program policies is reflected in the new financial rules & regulations, adopted Aug. 2 [BROADCASTING, Aug. 6].

Although financial reports, network and transcription contracts and other business affairs of stations were declared closed to public inspection, the Commission may, in its discretion, open all such records for inspection upon written request. The FCC also may declare any or all of its own records "confidential" and close them to the public.

No Dissension

There was no dissension over adoption of Sections 1.301-1.304 on financial, ownership and other reports of licensees. The vote was unanimous. Slight amendments over the proposed regulations [BROADCASTING, April 23] were adopted following oral argument last May. An original proposal to require licensees to report the names, residences and positions of all "operating personnel determining station policy" was changed to read "determining program policy".

In its brief filed last spring the NAB suggested the FCC might well substitute the word "program" for "station" since "this more clearly reflects the Commission's purpose."

Despite opposition from industry to filing interim reports on changes in management and program directors, the Commission adopted Section 1.303 (b) which provides that licensees must file within 30 days on Form 323A: Any change in capitalization or organization; any change in officers and directors or in operating personnel determining program policy; any transaction affecting the ownership, direct or indirect, or voting rights of licensee's stock; any change in the officers, directors or stockholders of a corporation other than licensee holding interests in the licensee corporation.

Opposition of the Television Broadcasters Assn. to reporting verbal agreements in writing went for naught. The FCC insists on knowing about all such agreements, Col. W. A. Roberts, counsel for the TBA, during oral argument pointed out that while television is in its developmental stages, agreements are made from day to day, in some instances, and the filing of such pacts would be burdensome to broadcasters and would laden the Commission files with unnecessary data.

Commissioner C. J. Durr remained adamant in his fight to bare the complete records of broadcasters. He voted against adoption of an amendment to Section 1.5 governing "Inspection of Records." He has consistently maintained that the public cannot properly judge radio unless the complete business affairs of all stations are made public. Broadcasters unanimously opposed opening their records, charging such action would place them at disadvantage with other media such as newspapers and magazines; that data obtained from such records would be of interest only to those having ulterior motives or the "idly curious."

No Comparison, Says Durr

Commissioner Durr couldn't see that radio and newspapers had anything in common. Newspapers and magazines, he contended, are "private" while radio is "public".

While the Communications Act provides that all minutes or orders of the Commission are public property and Sec. 1.5 (c) of the new regulations declare them so, the FCC adopted this proviso: "The Commission may, however, either on its own motion, or on motion of the applicant, permittee or licensee, for good cause shown, designate any of the material in this subsection as confidential."

Most of the Commission's minutes of regular meetings have been designated as "confidential".

ANOTHER REASON WHY
IOWA PREFERS WHO

Supremacy in News!
WHO

WHO—
Iowa's No. 1 news outlet!

Now, with the addition of two new AP wires to our existing three from UP and three from INS, *Station WHO has more news-service wires than any other outlet (newspaper OR radio station) in Iowa!*

And more! WHO uses journalistic brains instead of paste-pots. Every news item on the air is completely rewritten by a staff of ten experienced news men and women, from the thousands of items that pour in from our eight teletypes, 24 hours a day. WHO reports the news straight, but puts it into syntax and idiom that Iowans prefer.

And still more! All WHO newscasting is done by news specialists—*never* by announcers.

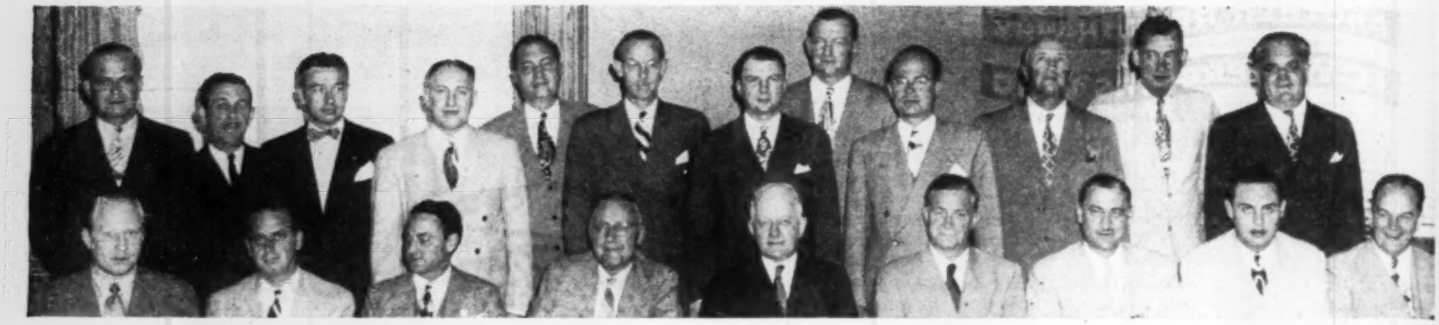
Unnecessary care and expense, you think? Well, the 1944 Iowa Radio Audience Survey showed that far more Iowa people prefer WHO newscasts than prefer all other newscasts heard in the state, *combined!* (Incidentally, even among urban audiences who have newspapers easily available, 62.0% of all men and 67.8% of all women interviewed "depended most" on *radio* for their news.

In other words, Better Newscasting is another reason why Iowa prefers WHO!

+ WHO *for* Iowa PLUS +

Des Moines . . . 50,000 Watts
B. J. Palmer, *President* J. O. Maland, *Manager*
FREE & PETERS, Inc., *National Representatives*

XUM



ELECTION of A. D. (Jess) Willard Jr. as executive vice-president and amendment of the NAB Code held attention of the NAB board, meeting last Monday and Tuesday in Washington. Lower row (l to r): Dr. Frank Stanton, CBS; G. Richard Shafto, WIS; John J. Gillin Jr., WOW; C. E. Arney Jr., NAB secretary-treasurer; J. Harold Ryan, retiring president; Justice Justin Miller, who becomes president Oct. 1; Matthew Bonebrake, KOCY; John E. Fetzer, WKZO; Leslie C. Johnson, WHBF. Upper row (l to r): T. A. M. Craven, WOL; Hoyt B. Wooten, WREC; W. B. Smullin, KIEM; G. D. Coleman, WGBI; Paul W. Morency, WTIC; Harry R. Spence, KXRO; Clair R. McCollough, WGAL; William B. Ryan, KFI; Hugh B. Terry, KLZ; F. W. Borton, WQAM; Campbell Arnoux WTAR; F. M. (Scoop) Russell, NBC. Absent were Kolin Hager, WGY; William B. Way, KVOO; James D. Shouse, WLW; E. L. Hayek, KATE; latter two because of illness. Mr. Way couldn't get transportation and Mr. Hager had previous commitments. Attending, but absent for picture, were J. Leonard Reinsch, WSB, and Martin B. Campbell, WFAA.

NAB Revises Code, Expands Labor Relations

Names Willard to Aid Miller; Asks FMBI Merger

NAB Standards of Practice text on page 68

THE NAB, under pressure from within its ranks and from the FCC, has abolished its Code and substituted for it streamlined Standards of Practice.

The new Standards leave determination of vital "public question" broadcasting up to individual management. The NAB sets forth guideposts. It gives no advice. The Standards do not distinguish between commercial and sustaining time for discussion of public issues, as did the old Code.

In fact, the phrase "controversial public issues" is no more. The new Standards refer to programs in this category as "public questions" and suggests that broadcasters make up their own minds about acceptance of such fare. And the proviso that they take such programs on sustaining basis only, frowned upon by the FCC, is deleted.

FMBI Merger Sought

Action was taken at a two-day NAB board meeting in Washington last week. At the same time, provision was made for expansion of the association's Labor Relations Dept. A. D. (Jess) Willard Jr. was named executive vice-president of NAB and an invitation was issued to FMBI to consolidate with NAB.

Reactions to the new Standards was varied. Some broadcasters thought they were weak. At least one highly placed FCC official said they added up to the same old Code in masquerade. Most believed, however, that they were well advised, because they placed responsibility on the licensee.

The Rev. Sam Morris of San Antonio, Tex. ("The Voice of Temperance") and Henry M. Johnson, attorney, of Louisville, Ky., who have fought for equal time on a commercial basis with beer and wine advertisers, hailed the revision as a victory for prohibitionists.

The board adopted recommendations of the Presidential Selection Committee that J. Harold Ryan be retained as president until Oct. 1 when Justice Justin Miller begins his five-year term [BROADCASTING, July 23]. Mr. Ryan agreed to remain head of NAB but will spend some time in Toledo, looking after his own interests as vice-president and treasurer of the Fort Industry Co. after more than three years in Washington.

C. E. (Bee) Arney Jr., secretary-treasurer, will guide the NAB until Oct. 1 in Mr. Ryan's absence, consulting with the president, however, on policy matters. Justice Miller attended last week's two-day session to acquaint himself with the board and its functions.

The board approved "appropriate inaugural ceremonies" for Justice Miller in early October.

Expansion of the Labor Relations Dept. was on recommendation of the Labor Executive Committee. The board authorized expenditure of $60,000 and employment of a fulltime labor relations director and staff. Since Lt. Joe L. Miller, former labor relations

(Continued on page 70)

Willard Learned Radio From Mike Up

A. D. (Jess) WILLARD Jr., general manager of WBT Charlotte, CBS-owned 50-kw outlet, on Oct. 1 becomes executive vice-president of the NAB, following his election last Tuesday by the NAB board, meeting in Washington. The newly-created post reportedly will pay him $25,000 annually.

Mr. Willard, widely-known, successful broadcaster who learned the business from the microphone up, takes office when Justice Justin Miller assumes the NAB presidency. Although Justice Miller's term is for five years, Mr. Willard's election was for an indefinite period.

Board action followed unanimous recommendation by the NAB Presidential Selection Committee, headed by Comdr. T. A. M. Craven. Only one dissenting board vote was cast and that by a director whose station is a CBS affiliate. His reason —he didn't know Jess Willard and he wouldn't vote for any man he didn't know.

Mr. Willard's radio career began in 1926 as announcer on WCAO Baltimore, while he was with the Baer Publicity Co., also of Baltimore. His father's efforts to make a lawyer of Jess were fruitless and after a brief term at the U. of Baltimore young Willard decided on a business career.

In 1928 he joined WFBR Baltimore as announcer and two years later became its sales manager. In October 1932 Jess went to WJSV Washington (now WTOP), CBS-owned, as chief announcer. The following January he was named sales manager and in 1936 was appointed assistant to General Manager Harry Butcher (now Capt. Butcher, USNR). When Capt. Butcher was elected CBS Washington vice-president in 1937, Jess Willard was named WJSV general manager.

Jess was transferred to Charlotte in the fall of 1942 as general manager of WBT. Sale of the station, brought about by the FCC network regulations, is pending.

Mr. Willard is married and has two sons. He's a golf enthusiast and when Washington was his home he was active in civic affairs.

In his new capacity he will relieve Justice Miller of considerable detail at NAB. A report of the selection committee, adopted by the board, provides that the executive vice-president will substitute for the president at district meetings, have supervision of headquarters and the NAB staff.

RADIO'S BRIGHT FUTURE is discussed by this NAB executive trio, (l to r): J. Harold Ryan, retiring president; Justice Justin Miller, who becomes president Oct. 1; A. D. (Jess) Willard Jr., executive vice-president.

Oil Slick

You have to look pretty carefully to spot the oil floating up from a sunken submarine, on the surface of the water in that picture above.

But we've made it pretty easy for you to spot how to reach more people for the lowest radio cost in one of the country's great markets... Baltimore. As a matter of fact, it's the country's sixth largest city.

To tell the story of your product by radio in the city of Baltimore . . . you simply put the Radio Station W-I-T-H at the top of your budget list.

This successful independent delivers more listeners-per-dollar-spent than any other station in this five-station town. What good is the soundest sales copy... if you don't make sales at the lowest cost? Stick to W-I-T-H in Baltimore and customers will stick with you.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

NOTICE- ALL TIME BUYERS!

For the THIRD *Consecutive* YEAR Manhattan Soap Co. Picks the "*Package with a Punch*" to SELL their

SweetHeart

The Tobacco Network, inc.

WFNC Fayetteville
WGBR Goldsboro
WGTC Greenville
WHIT New Bern
WRAL Raleigh
WGTM Wilson

"A PACKAGE WITH A PUNCH"!

★ ONE CLEARANCE ★ ONE BILL ★ ONE SCRIPT ★ ONE CONTACT

EUGENE P. WEIL, Commercial Manager
Box 1988 Raleigh, N. C.

Represented by THE WALKER Company

Y&R PLANS HEAVY SCHEDULE ON COAST

WITH STARTING of fall radio season and heaviest schedule of any advertising agency on the West Coast, Young & Rubicam Inc. has realigned its production staff personnel to handle programs emanating from Hollywood, according to Glenhall Taylor, Hollywood radio director. In addition to a five times per week Pacific Coast strip, agency will originate 12 half-hour transcontinental network shows weekly from Hollywood.

Ted Bliss has been assigned to the weekly CBS Fanny Brice show, with Ned Tollinger taking over that assignment on CBS Ginny Simms show starting in late September under sponsorship of The Borden Co. Dave Titus has been made producer of CBS Joan Davis show, sponsored by Lever Bros. and starting Sept. 3. He will also probably double on *What's Doing Ladies?* sponsored by Hunt Foods Inc., starting Sept. 10 on American Pacific stations.

Walter Bunker will produce the NBC Dinah Shore show. Dave Elton resumes as producer on CBS *Ozzie & Harriet.* Edna Best continues as producer of *Sherlock Holmes* on MBS, with Mary Harris having a similar assignment on CBS *General Electric House Party.* Carl Moritz handes West Coast cutins on CBS *We The People.* No producer has been set as yet on NBC Eddie Cantor show resuming in late Sept.

Jack Roche having returned to New York on assignment, agency will shift one of its home office producers to Hollywood to handle NBC *Duffy's Tavern,* resuming Sept. 21.

New Ontario Station

CFOR ORILLIA, ONT., goes on the air on August 22 from new studios and transmitter located in the Loblaw Bldg., Orillia. CFOR is the former CHPS Parry Sound, Ont., a 250 w station, which has moved from the war-boom town of Parry Sound [BROADCASTING, May 21] to the summer resort and manufacturing town of Orillia. Station has authority to increase power to 1 kw as soon as equipment and new frequency are available. CFOR will operate on 1450 kc.

NBC Adds Affiliates

WGRM Greenwood, Miss., 250 w on 1240 kc, and WMIS Natchez, Miss., 250 w on 1490 kc. will join NBC as members of the South Central group, bringing the total of NBC stations to 155. Both stations are owned by P. K. Ewing who is also manager of WJBW New Orleans.

Tobacco Net Election

ELECTION of board of directors and officers of the Tobacco Network Inc. will be held Saturday (Aug. 18) at the annual meeting of those officials in the group's central office in Raleigh, N. C.

BURMA FIREBALL
Man on First Is Also Man on Mike

OUR CANDIDATE for the hottest thing in Burma is Sgt. Gene Kelly, who used to announce sports for the West Virginia network. As manager of the Armed Forces Radio Service station near 10th Air Force headquarters in Burma, he arranges to put the boys' local baseball games on the air.

Then he goes on the air with a play-by-play description—while playing first base himself. No, it's not done with mirrors; he uses a chest mike.

Harold Lloyd Tozier

HAROLD LLOYD TOZIER, announcer at WJR Detroit for the past four years, died August 3 in Art Center Hospital, Detroit, after an appendectomy. Mr. Tozier was m.c. or announcer on several of WJR's local programs. He formerly was with WTMJ Milwaukee and WHK Cleveland. Surviving are his widow, Michael Isabelle; son, Dexter Dean; stepson, John Robert McCracken Jr. and parents, Mr. and Mrs. Warren Tozier of Stevens Point, Wis. Temporary burial will be in Woodlawn Cemetery, Detroit; final interment at Stevens Point.

Ship Named for Treanor

AIRPLANE cargo carrier named in memory of the late Tom Treanor, war correspondent of NBC and *Los Angeles Times,* will be launched at South Portland, Me., on Aug. 23. Mr. Treanor died Aug. 21, 1944, of injuries received in a tank accident while covering the advance of Gen. Patton's Third Army near Dreux, France. His widow is expected to come east for the ship launching.

Address KXEL Group

MERRITT R. SCHOENFIELD, assistant general manager; Robert White, director of public service; Gene Rouse, program director, and Chris Ford, continuity director, all of American Broadcasting Co. central division, are to address a group of educators and parents Aug. 20-22 at radio forum sponsored by KXEL Waterloo, Ia.

How to win a Triple Parlay in Boston

WIN
PARQ
Nº 3
FIRST RACE
VOQIU
Nº 6
SECOND RACE
WQRT
Nº 7
THIRD RACE

This is no tout's tip! These races have already been won. WCOP parlays your sales bet three ways — on three sure things, because the results are already in.

The market is your first bet.
Metropolitan Boston contains 2,350,514 people in 83 close-packed cities and towns.
Here is the third largest financial center, with a per capita purchasing power far above the nation's average. Home radio installations are 97% — highest in the land.

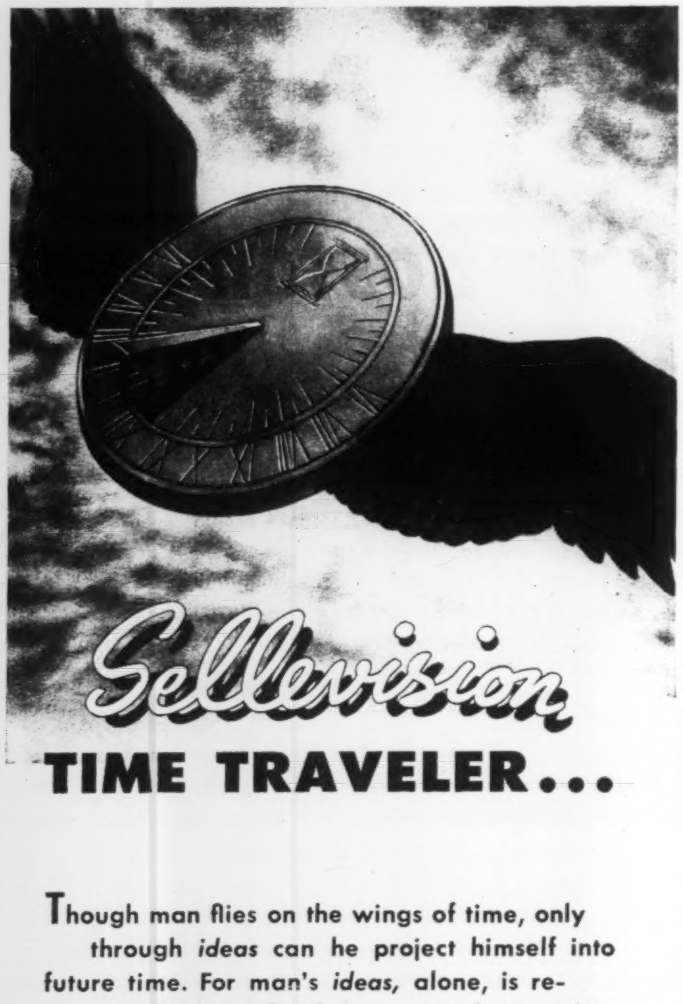
The programs match the market.
WCOP is the basic Boston outlet of the American Broadcasting Company (formerly the Blue Network). You know the top calibre of the network programs—and they go to Greater Bostonians exclusively over WCOP. They're in company, too, with Boston's favorite local shows:
Hum and Strum, Mildred Bailey, Virginia Dwyer, Chet Gaylord, Mario Mantini, Girl About Town, Musi-Kids Quiz, The Children's Songbag, George Graves and many other leading local lights.

The promotion behind these shows is the busiest in the business. Newspapers, magazines, radio, outdoor, transitads, direct mail and every other existing medium are luring listeners. And we don't stop with listeners. Dealers, clients and agencies get a continuous story about WCOP's doings in the Boston market.

This triple play is zipping WCOP into the big time of Boston radio. There are still some excellent availabilities left, for both programs and spots. Any Katz office will give full information.

WCOP Boston

A **Cowles** Station — Exclusive Boston
American Broadcasting Co. Outlet
Costs and Availability from any **Katz** Office



TIME TRAVELER...

Though man flies on the wings of time, only through *ideas* can he project himself into future time. For man's *ideas*, alone, is reserved the gift of time travel. An *idea*, soundly rooted and carried out with inspired faith of purpose, is at once of the past, the present, and the future. Such an enduring idea is Sellevision—the KSTP *concept of station betterment*. The far-sighted awareness of effective programming and promotion . . . the determination and the know-how to do a comprehensive job of both . . . the continuity of our state-wide audience promotions for the past four years . . . the exclusive merchandising machinery we call Planalyzed Promotion . . . these are the *concrete things* that make an idea, Sellevision . . . time traveler.

50,000 WATTS—CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS . . . ST. PAUL

Rep. Celler Demands that FCC 'Crack Down' on Broadcasters

REP. EMANUEL CELLER (D-N. Y.) last week climbed on Commissioner C. J. Durr's anti-commercial bandwagon, blasted broadcasters in general, the networks and advertisers in particular, and called upon the FCC to "crack down".

Rep. Celler

In a letter dated Aug. 7 and released by his office Aug. 8, Rep. Celler demanded of FCC Chairman Paul A. Porter that the Commission:

(1) Weigh commercial vs sustaining time in granting license renewals.

(2) Take a license from a broadcaster and give it to a newcomer if the newcomer can show ability to operate the station "to a greater degree of public interest" than the original licensee.

(3) Permit anybody with a complaint to be heard when renewals come up.

(4) Crack down on "rapid transfers" of stations.

(5) Adopt regulations permitting anybody to buy time.

(6) Designate definite segments of time daily (preferably evening hours) for sustaining programs of "educational, cultural and forensic nature".

Periodic Statements

(7) Require stations to file periodically detailed statements of operations showing profits and losses.

(8) Pass on station sale prices.

(9) Eliminate absentee ownership.

(10) Draw the line on "other lines of business" such as newspapers, manufacturers and department stores entering the radio field.

In a 17-page statement accompanying his letter, Rep. Celler said the "basic act is sufficiently broad and liberal to provide the Commission with power to carry out my suggestions without any further legislation." Moreover, the FCC 'has failed to utilize completely its immense powers" in regulating radio, he charged.

FM and television offer the FCC a "splendid opportunity to take the 'bugs' out of radio," said Mr. Celler. With the advent of these new services "it becomes necessary to revalue radio as we know it today".

He joined Commissioner Durr in demanding that each renewal "be subjected to rigid investigation". Any citizen who wishes "should be allowed to raise his voice in opposition or register his complaint" and "furthermore, any person or entity desiring to function on the wave length involved should have the right to appear and present their case."

In evaluating applications for renewals, the "income derived from the station's operations must not be the sole motivating consideration," according to Rep. Celler, but he believes "the radio may and should be used, in part, for publicizing goods and services."

Rep. Celler wouldn't "endow the Government with power to instruct the broadcasters as to what the public may or may not hear." Neither would broadcasters "have the untrammelled right to monopolize the air with what they decide the public is qualified to hear.

Criticizes Sales

Mr. Celler criticized the purchase by General Tire & Rubber Co. of the Yankee Network, and the recent purchase of Crosley Corp. by Aviation Corp. and said the "Commission must crack down hard on these rapid transfers for increasingly higher amounts."

The issue of "other lines of business" entering the broadcast field "is the problem which has given Commissioner Durr so much concern," said Rep. Celler. "I, too, incline to the view that some limitation must be imposed, otherwise manufacturing companies, department stores, newspapers may be enabled to embark upon a program of this type of expansion, forcing their competitors to seek the same sort of advantage."

He criticized programs, said there is too much "unadulterated 'corn' and commercials" on the air; "soap operas" are "sugar-coated pills"; some of the "boogie-woogie programs are ear-splitting caterwaulings".

FM with its multiple frequencies may partially solve the problem by providing more competition, according to Rep. Celler, but he thinks the Commission must do most of the "cleaning up".

"Suggestions made herein will undoubtedly flutter the dovecotes," wrote the Congressman who frequently appears on the air sustaining. "Once in a while, such a disturbance is needed, inasmuch as it usually presages an airing and a housecleaning.

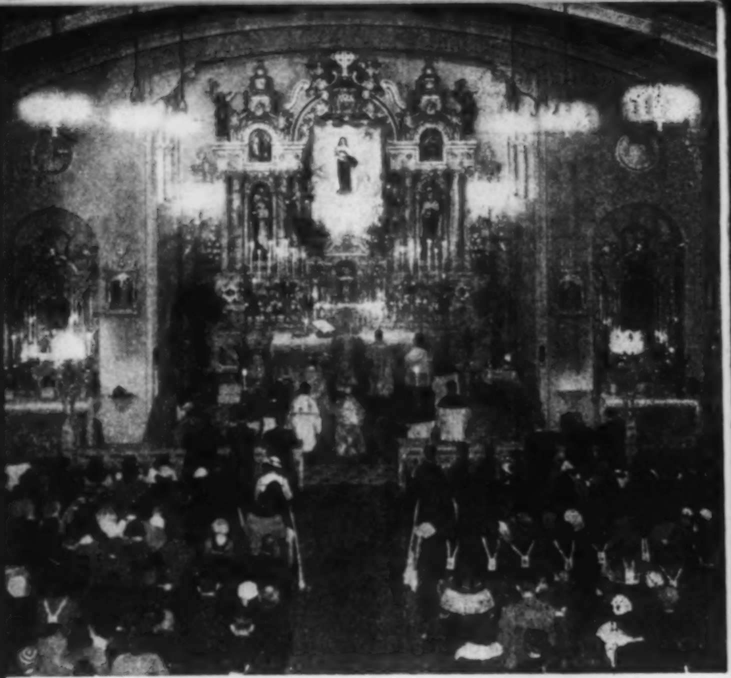
"I wish to emphasize that my personal relations with the various chains and stations have been most pleasant to date and I have never been refused a request for time," said Rep. Celler, who said his criticisms were not because of a "personal axe to grind" but "entirely in the public interest".

Stromberg Pays $1.62½

STROMBERG - CARLSON Co., Rochester, on Sept. 1 will pay its regular quarterly preferred stock dividend to stockholders of record at close of business Aug. 11. Dividend will be $1.62½ per share.

WKY

Provides the Ethereal Pulpit and a Magnified Voice for *RELIGION* in Oklahoma



CHRISTMAS MIDNIGHT MASS has been broadcast in its entirety by WKY from Our Lady of Perpetual Help Cathedral for 15 years. Multiplied thousands every year hear this, one of the most beautiful masses of the Catholic church, over WKY.

AS WKY early began weaving itself into the fabric of community interest, and looked about for ways to serve its community constructively, it was inescapable that it should offer the spiritual ministry of radio to local church groups.

For 18 years, the hour between 11:00 and 12:00 each Sunday morning has originated from one of Oklahoma City's churches, rotating frequently from one faith to another, without charge or cost. This is an important hour to thousands of persons in WKY's broad service area. It is "going to church" for the ill, and the infirm, and the isolated. No one will ever know for how many this one hour a week has brought light, truth, comfort, peace and happiness through the message of the church.

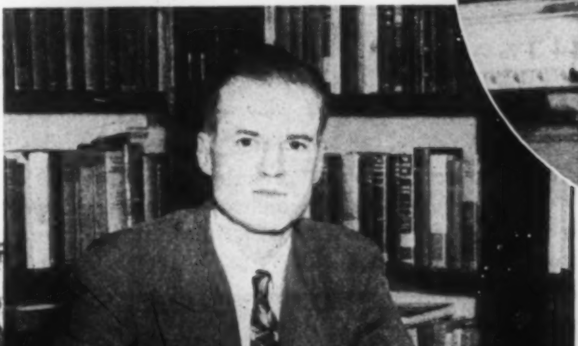
Early every weekday morning, uncounted thousands of listeners start their days with the 5-minute devotion service conducted by a local minister from WKY's studios. And from time to time, church and religious events of significance are carried.

WKY has always been eager to share its facilities, to place in the hands of the church, of education, of culture, yes and of business, the instrumentality which is being used to minister to the spirit of America; to broaden man's horizon and heart; and to make this a better, happier world in which to live.

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times—the Farmer-Stockman
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY.

SUNDAY MORNING WORSHIP SERVICES have been carried by WKY for 18 years. The Reverend J. Clyde Wheeler, above, is shown in the pulpit of Crown Heights Christian Church from which Sunday morning services are currently being broadcast.



THE REVEREND DON F. HARREL, minister of the Linwood Methodist Church, conducts a 5-minute devotion service at 6:05 a.m. every morning from WKY's studios.

XUM

On The War Front

Distribution of Radio Sets To Troops Needs Expanding

ARMY distribution of radios to troops should be increased by about five times its present rate, according to Maj. Harry Salter, former NBC conductor who recently returned to the States for discharge after a six-months European survey.

"Manufacturers should make many more radios for shipment to the Pacific, since out there radio is about the only form of entertainment available to troops on remote little islands," Major Salter said. "As it is, the Army has given out one radio to every 150 soldiers. They need more.

"Radio to a soldier overseas is a personalized thing in which he takes pride of ownership," Major Salter continued. Small groups of soldiers can share one radio easily enough—say one radio to 10 men. But they need and want more radios than they have."

When the troops come home, Major Salter said, they will demand of the broadcasting industry the same high standards which have been maintained during wartime. He cited the programs of the Army's network, which he said gives the soldiers a choice of the very highest type entertainment available.

"Tastes of the soldiers have changed," Major Salter said. "They have become much more critical listeners than they were before. They have come to expect the best from radio. Radio having led them to expect such high standards, must live up to that expectation in the postwar."

Major Salter has been chief of the musical production section of the Special Service Forces. He pointed out that other forms of entertainment are made available to troops—such as V-discs, "Hit-Kits" and musical instruments. Radio, however, is the greatest and most important educator and entertainer of overseas troops, he said.

Major Salter is to be retired from active duty within the next few days. His immediate plans, he said, are not yet definite, but he will return to radio.

TOP RANKING AFRS officers appeared before class of teachers attending recently concluded KFBK Sacramento Radio Summer School. With Leo Ricketts (l) mgr. of KFBK are (l to r) Lt. Col. True E. Boardman, writer-producer now chief of AFRS troop information planning section; Mrs. Kathleen N. Lardie, director of the school; Col. Thomas H. A. Lewis, AFRS commandant on leave as v-p in charge of production of Young & Rubicam; Capt. Fordyce Cowing, assistant executive officer, formerly announcer at WHEC Rochester.

* * *

New AFN Station

ANOTHER link in the ever-growing American Forces Network was added last month when the Le Havre station in France, AFN Normandy, went into operation. Composed of two studios in Le Havre with transmitting equipment 18 kilometers outside of the city, the station is the 53d in the ETO. Lt. Phillip Bernheim is station manager and Sgt. Howard Maschmeir, program director.

* * *

Tokyo Rose Cited

TOKYO ROSE, Japanese propagandist, was cited last week for "meritorious service contributing greatly to the morale of United States armed services in the Pacific," by Capt. T. J. O'Brien, USN, Director of Welfare. The citation, recorded for use on shortwave program, *The Navy Reporter*, also extended to her permission to broadcast soon to the U. S. occupation forces in Japan "the history-making scene of Admiral Halsey riding the Japanese Emperor's white horse" through Tokyo. Especially commending her efforts the citation states even as the Empire crumbles about her "Tokyo Rose zealously continues to bring laughter and entertainment" to our forces.

* * *

Flynn in ETO

MAJ. EDWARD J. FLYNN, technical information officer, Information & Education Division, Army Service Forces, is in ETO inspecting the Army Education Program being set up for troops. He writes BROADCASTING of having visited the new American Forces Network station at Bremen, commanded by Lt. Col. John Hayes, former assistant director of program operations, Mutual. Station will be used as a radio laboratory for troops desiring training in announcing, producing, script writing.

* * *

Col. Hayes Names Four

LT. COL. JOHN S. HAYES, chief of American Forces Network, has announced four new radio appointments. Capt. Frank Danzig, prewar announcer, producer and director at WNEW WHN WMCA, World Broadcasting System and CBS, all New York, has been named chief of troop information. Lt. Ben Hoberman, chief announcer

(*Continued on page 30*)

BUILD with Kansas Farmers!

HERE are up-to-the-minute figures on post-war building plans for Kansas farmers. They are the result of a statewide person-to-person survey. Look 'em over! It's a market well worth going after.

New Homes 10.7%
Remodeled Homes 39.3%
New Barns 12.1%
New Sheds 28.2%
Paint Buildings 30.6%
Water Systems 23.0%
Install Furnaces 14.3%
Lighting Systems 19.7%

These are just a few of the purchase plans revealed in WIBW's 1945 Survey of Kansas Post-War Buying Plans of which a few copies are still available. To get your share of this huge market, turn the job over to the dominating sales force in this area—WIBW.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

THESE
20
W S M
YEARS

THE ROOT OF ALL GOOD

We are in the process of stamping out a group of men whose crime against the world is basically that they have flagrantly ignored the integrity of the fundamental human emotion of sentiment. Sentiment is the root of all good. It is the cornerstone of the powerful urge which travels out to a population of five million people over the clear 650 kilocycle frequency of which WSM has been custodian for twenty years.

WSM
NASHVILLE

WSM—THE STATION THAT **CHERISHES SENTIMENT** AS THE WORLD'S MOST POWERFUL FORCE

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

WOR *promised you a few weeks ago . . .*

a WOR announcement of importance

TO SPONSORS, ADVERTISING AGENTS, AND ALL OTHER BUYERS OF TIME ON ANY STATION OR NETWORK ANYWHERE

A NEW DEPARTMENT, Commercial Program Sales — a division of WOR Program Service, Inc., has just been established by WOR to create, develop and sell sales-producing radio shows.

The program packages produced by Commercial Program Sales will be new, but the experience and ability that will go into their creation will be the result of more than two decades of uniquely successful commercial show building by WOR, one of America's greatest program-originating outlets.

The shows will be of all types, from fast-paced drama to rippling musicals and carefully-clocked comedy. They will be priced to fit every budget, either large or small, and can be aired by an agency or client over any station or network in the United States!

Commercial Program Sales will be under the direction of Edmund B. "Tiny" Ruffner, veteran radio showman.

write, wire or phone now, today, for all the facts.

COMMERCIAL PROGRAM SALES
a division of WOR Program Service,
at 1440 Broadway, in New York
PE 6-8600

today COMMERCIAL PROGRAM SALES *a division of WOR PROGRAM SERVICE, Inc. keeps that promise with . . .*

THREE THRILL-PACKED, SALES DIRECTED RADIO DRAMAS PRICED LOW FOR IMMEDIATE SPONSORSHIP ON ANY NETWORK OR STATION ANYWHERE

"MINSTREL TRAIN"

A new twist on a formula that never fails. The kind of music, humor, suspense and drama that made "Showboat" a national classic. The plot? A minstrel troupe railroading its way across America, playing the big time and the one night stands. The cast includes some of the country's most famous comics, straights and singers.

"DETECT-A-TUNE"

The musical brain teaser that *makes* them listen for an action-packed half-hour. Starring Vincent Lopez, his orchestra, his piano and his singers. The game? A gay, comment-causing formula that has to be heard to be appreciated. Payoff is in War Bonds for lucky contestants.

"RAFFLES"

A top-drawer, slick mystery thriller in the finest whodunit manner. Based on the adventures of one of the most beloved detectives of fiction. Tense situations and suave acting, plus Raffles' irresistible flair for the dramatic gives this show all the polish needed in a click.

write, wire, or phone

COMMERCIAL PROGRAM SALES

a division of WOR Program
Service, Inc.
at 1440 Broadway, in New York

XUM

War Front

(Continued from page 26)

and assistant sales manager of WMFG Hibbing, Minn., before entering the Army, is now AFN supervisor of operations in France. Lt. Hendrik Booraem Jr., USNR, has been made operations chief. He was supervisor and producer for Young & Rubicam, Hollywood, in prewar days. Sgt. John C. Gillis, with the WLS Chicago promotion and publicity staff before induction, has been named AFN operations sergeant.

* * *

Mobile Beachhead Units

THE NAVY is now using mobile units on the beachheads, it was announced last week. The Navy added that it may be possible to employ these facilities for broadcasting direct from beaches in the Japanese homelands when the invasion takes place. Experiments are also in progress for radio photo transmission direct from shipboard at the scene of a landing. Navy now is using four teletype circuits from Guam for the press, two voicecasting circuits and a radio photo circuit.

* * *

Lt. Plumb Returns

KENNETH W. PLUMB, v-p and director of Federal Advertising Agency, New York, has been released from active Navy duty with the rank of lieutenant. Mr. Plumb, who was officer in charge of the advertising section of the 3rd Naval District's Office of Public Information, has returned to the agency.

* * *

Navy Research Divisions

FOUR new radio-electronic scientific divisions have been added to the Naval Research Laboratory, according to Rear Adm. Harold G. Bowen, Chief of Navy Research and Invention. Named coordinator is Dr. A. Hoyt Taylor, former head of laboratory electronics study and credited with military development of radar. Divisions and heads: Fire Control, Dr. Robert M. Page, radar pioneer; Special Electronics Research and Development, Dr. John M. Miller, radio inventor; Ship-Shore Radio, L. A. Gebhard, research specialist; Airborne Electronics, R. A. Gordon named assistant superintendent.

Voiceless Radio

WORD of the "radio mystery of Chungking" has reached BROADCASTING from Reggie Martin, with the OWI in China. He tells of a station "operating on approximately 1450 kc and using all American recorded music" 24 hours a day—"without any announcements whatsoever." There is scarcely any repetition in the music, Mr. Martin reports, so the library must be tremendous. Americans in China have "figured that perhaps the operator has everything but a microphone!"

* * *

Fonger Transferred

FLT.-LIEUT. DICK FONGER, former producer of Rai Purdy Productions, Toronto, has been transferred from the RCAF to the Canadian Army with the rank of Major, and assigned to the Canadian Army Broadcasting Unit in Germany, to supply entertainment for Canadian occupation troops.

* * *

Col. Harding to Pettinger

LT. COL. JACK HARDING, who has been attached to the staff of Gen. H. H. Arnold, is returning to inactive duty and will become v-p of the Charles J. Pettinger Co., sales and advertising counsel, Indianapolis. Col. Harding formerly headed his own agency in Indianapolis. He was associated with Pettinger prior to his military service.

Transcription Firm

NEW TRANSCRIPTION firm, Dial Programs Co., jointly owned and operated by J. P. Williams, general manager of WING Dayton and Lawrence Golden, New York producer and agent, has been organized. Company will have the exclusive rights to a transcription series called "Reminiscin' With Singin' Sam," which will be available Sept. 1. Series of 260 programs will be sold locally in each individual market and is produced by a new organization, "Singin Sam" productions. Programs will be directed by Joe Brattain of the Erwin Wasey New York office. Dial Programs Co. have offices at 745 Fifth Ave., New York City, and 121 N. Main St., Dayton.

Spaulding Buys

A. G. SPALDING & Bros., Chicopee, Mass., will sponsor two broadcasts of the National Tennis Tournament at Forest Hills, N. Y., Sept. 2-3, 3:30-5:30 p.m. on WQXR WNEW WHOM, all New York, and on a network composed of approximately 40 independent stations across the country, plus short wave to armed forces overseas. Harry Wismer, sports director of American, will be sportscaster. Agency is Stanley G. Boynton, Detroit, thru Ferry-Hanly, New York.

Chicago Music Festival

HEADED by Gladys Swarthout and Lawrence Tibbett, 6,000 singers and musicians join in Soldier's Field Saturday (Aug. 18) for the 16th annual Chicago Music Festival on WGN and Mutual, 9-10 p.m. (CWT). Broadcast will replace *The Chicago Theater of the Air Summer Concert* for this date.

MASTER KEY TO THE NORTHWEST

KFYR

Did you know that . .

NORTH DAKOTA boasts a $10,000,000 industry in hunting, fishing and trapping?

NORTH DAKOTA produces approximately 2,500,000 tons of lignite coal annually?

NORTH DAKOTA topped the Nation in the per capita purchase of E Bonds in the First, Second, Third, Fourth and Sixth War Bond drives?

Reports from 151 State and National Banks of **NORTH DAKOTA** indicate total deposits of $377,411,806, plus $17,274,443 savings in building and loan associations?

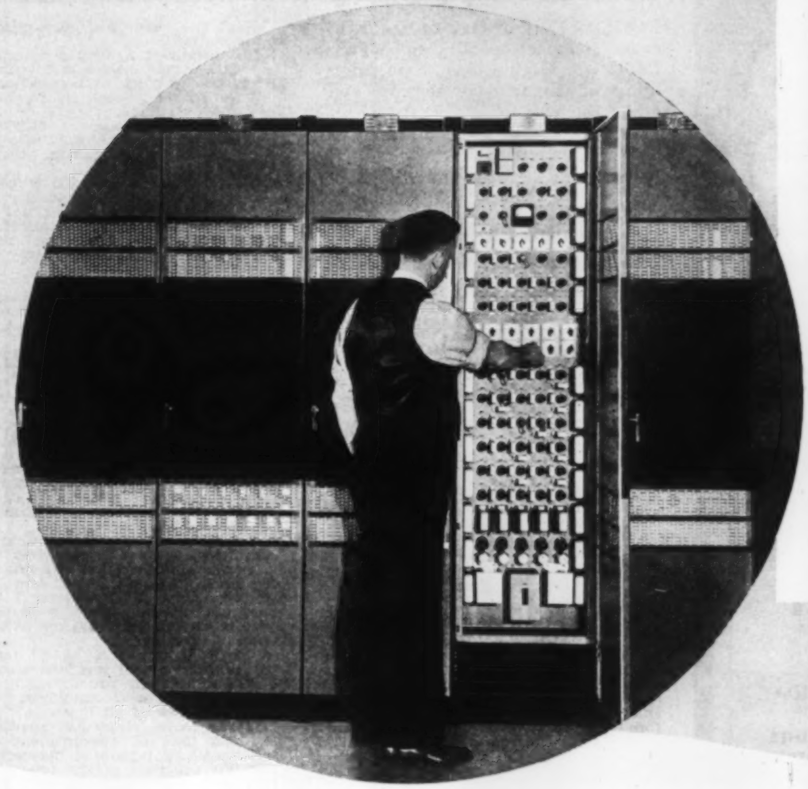
67 principal business centers of **NORTH DAKOTA** are developing plans for post-war employment for returning servicemen and war plant workers?

Don't Pass Up This Prosperous Market!

Write Us Direct or Ask Any John Blair Man

KFYR

BISMARCK, N.D.
5000 WATTS
550 KILOCYCLES
NBC



ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the fifth of a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—*including tubes and circuits.*

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system — presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play—and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY MORE WAR BONDS

5. THE SYNCHRONIZING GENERATOR

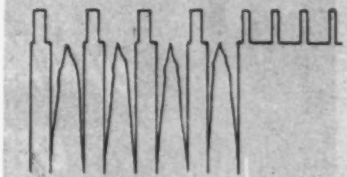
THE first requisite to all-electronic television was the development of pickup tubes (Iconoscopes) capable of efficiently producing electrical impulses proportionate to the varying light intensities in the area scanned.

The second step was the development of picture tubes (Kinescopes) capable of reconverting this electrical energy into light energy, thus producing on a suitable luminous screen a faithful and brilliant image of the scene televised.

The scanning beams in the camera Iconoscope, and the receiver Kinescope, must be rigidly synchronized. This is accomplished by transmitting "synchronizing" pulses along with the picture signal. These pulses are generated in a Synchronizing Generator. They are supplied to both the Iconoscope and the Kinescope, thus keying together the scanning in these two units, and ensuring a perfectly synchronized picture.

The type of synchronizing now almost universally used was developed by RCA engineers. RCA synchronizing generators such as that shown above are used in a number of the best-equipped television stations.

The Fountainhead of Modern Tube Development is RCA



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

WAKR

AKRON'S *First* STATION

ALL DAY LONG

C. E. HOOPER REPORT
MARCH AND APRIL 1945

MORNING INDEX 8 TO 12 NOON MONDAY THRU FRIDAY				
WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
54.7	22.9	1.9	*13.9	*6.6

AFTERNOON INDEX 12 TO 6 P. M. MONDAY THRU FRIDAY				
WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
30.0	22.1	4.1	*34.5	*9.3

* STATIONS LOCATED OUTSIDE OF AKRON

WAKR TOWERS OVER AKRON

Basic Station
AMERICAN BROADCASTING CO.
5000 WATTS · DAY & NIGHT
Weed & Co.
NATIONAL REPRESENTATIVES

Texts of FCC Financial Rules

FOLLOWING is text of the FCC order (Docket 6756) embodying Rules & Regulations concerning filing of financial ownership and other reports:

AT A MEETING of the FCC held at its offices in Washington, D. C., on the 2nd day of August, 1945.

WHEREAS, the Commission on April 17, 1945 submitted a proposal for the deletion of Section 1.361 of the Rules of Practice and Procedure, and Section 43.1 of the Rules & Regulations and the substitution therefor of proposed Sections 1.301 to 1.304, inclusive, of the Rules of Practice and Procedure with related Forms 323 and 323A, and,

WHEREAS, Time for the filing of briefs was provided, and oral argument had upon said proposals on May 21, 1945 by all interested parties, and,

WHEREAS, After consideration of said briefs and oral argument, the Commission is of the opinion that public interest, convenience and necessity will be served by the adoption of the proposals of April 17, 1945, as hereinafter revised,

NOW, THEREFORE, IT IS ORDERED, effective immediately, That Section 1.361 of the Rules of Practice and Procedure and Section 43.1 of the Rules and Regulations, BE, AND THEY ARE HEREBY, REPEALED, and the following Sections 1.301 to 1.304, inclusive, of the Rules of Practice and Procedure, and related Forms 323 and 323A, BE, AND THEY ARE HEREBY, ADOPTED:

FINANCIAL, OWNERSHIP AND OTHER REPORTS OF BROADCAST LICENSEES.

§1.301 FINANCIAL REPORT — Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission on or before April 1 of each year (on Form 324 or such other form as the Commission may prescribe, together with supporting schedules), a balance sheet showing its financial condition as of Dec. 31 of the preceding calendar year and an income statement for said calendar year. Each such form shall be subscribed as provided in Section 1.121 of the Commission's regulations.

§1.302 FILING OF CONTRACTS—Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reported in writing for submission) together with amendments, supplements, and changes therein and cancellations thereof relating to ownership, management or control of licensee of station, or of any of licensee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to:

- (a) Articles of Partnership, Association, or Incorporation;
- (b) By-laws affecting character or organization, control, number or powers of its officers or directors, the classification or voting rights of any stock;
- (c) Any document, instrument, or contract relating to or affecting ownership of licensee, rights or interests therein, its stock, or voting rights thereto:
- (d) Management contracts, network contracts, transcription network contracts, and time sales to brokers.

§ 1.303—OWNERSHIP REPORTS—

(a) ANNUAL OWNERSHIP REPORTS—The licensee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year on FCC Form 323 an annual ownership report and shall show the following information as of Dec. 31 of the preceding calendar year:[1]

(1) In the case of an individual, the name of such individual.

(2) In the case of a partnership, the names of the partners and the interest of each partner.[2]

(3) In the case of a corporation or association:

- (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding:
- (ii) The name, residence, citizenship, and stockholdings of officers and directors, and stockholders;
- (iii) Full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or any of its stock.

For example:

Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

Where X corporation controls in the licensee, or holds 25% or more of the stock of the licensee the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee, together with full information as to the identity and citizenship of the person authorized to vote licensee's stock.

The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.

- (iv) Full information as to family relationship or business association between two or more officials and or stockholders.

(4) In the case of all licensees:

- (i) The name, residence, position and date of appointment of operating personnel determining program policy (such as general manager, program director, etc.).
- (ii) A list of all contracts still in effect required to be filed with the Commission by Section 1.302 showing the date of execution and expiration of each contract.
- (iii) Any interest which the licensee may have in any other broadcast station.

(b) INTERIM OWNERSHIP REPORTS—An interim ownership report shall be filed by each licensee on FCC Form 323A describing any change in information required in the annual ownership report from that previously reported within 30 days after any such change occurs, including without limitation:

(1) Any change in capitalization or organization.

(2) Any change in officers and directors or in operating personnel determining program policy.

(3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's stock by the issuing corporation.

(4) Any change in the officers, di-

(*Continued on page 34*)

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[1] For the year 1945, an Annual Ownership Report shall be filed with the Commission on FCC Form 323 on or before Nov. 1, 1945, showing the information required by Section 1.303 as of June 30, 1945.

[2] Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

AP

KRLD, Dallas, Texas

". . . You have perfected AP to an all-time high in radio news services."

Clyde Rembert
Managing Director.

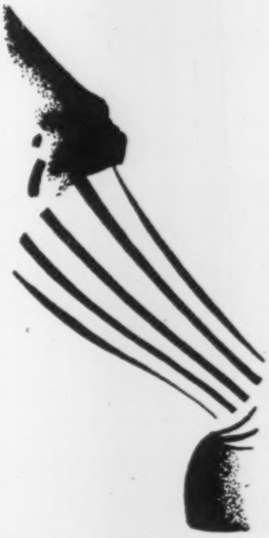
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WELL
PLACED...

On the diamond it's a well placed ball that counts . . .

On the air it's well placed advertising for sales results.

Advertising is always well placed when it's aired over WSPD, the 5,000 watt, NBC station which covers the rich Northwest Ohio-Southern Michigan area's one and one-half million prosperous prospects.



JUST ASK KATZ . . .

WSPD

TOLEDO, OHIO

5,000 WATTS

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

XUM

NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE

As indices of *buying power*, take salaries and wages. Department of Commerce statistics show that in 1942 nearly $430 million went into pay envelopes here. This was more than *double* the average for the nine other Southern states—more than $92 million above the second-ranking Southern state!

and WPTF at RALEIGH
IS NORTH CAROLINA'S
No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters.

50,000 WATTS — NBC
RALEIGH, N. C.
Free & Peters, Inc., National Representatives

Financial

(*Continued from page 32*)

rectors or stockholders of a corporation other than the licensee such as X, Y or Z corporation described in the example above.

PROVIDED, HOWEVER, That in the case of a change in the officers, directors or stockholders of a corporation other than the licensee (such as X, Y or Z corporation described in the example above), such change need not be reported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee.[3]

(c) **EXCEPTIONS**—Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders having 1% or more of the stock of the corporation.

§1.304 **DEFINITIONS**—As used in Sections 1.301-1.303:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock;
(b) "Officer" and "director" shall include the comparable officials in unincorporated associations;
(c) "Contract" shall include any agreement (including, without limitation, an option, trust or pledge) or any modification thereof, express or implied, oral or written.

TEXT of an order adopted Aug. 2 regarding Order 118 (Docket 6572) proposing to amend Section 1.5 of the Rules of Practice & Procedure to inspection of records, follows:

AT A MEETING of the FCC held at its offices in Washington, D. C., on the 2nd day of August 1945.

WHEREAS, The Commission on Jan. 18, 1944 proposed the adoption of an amendment of Section 1.5 of its Rules of Practice & Procedure relating to the inspection of records, and,

WHEREAS, Time for the filing of briefs was provided and oral argument upon said proposal had March 1, 1944 by all interested parties, and,

WHEREAS, After consideration of said briefs and oral argument, the Commission is of the opinion that public interest, convenience and necessity will be served by the adoption of the proposals of Jan. 18, 1944, as hereinafter revised.

NOW, THEREFORE, IT IS ORDERED, effective 30 days from date hereof, That Section 1.5 of the Rules of Practice & Procedure **BE, AND IT IS HEREBY AMENDED**, as follows:

"Section 1.5. **INSPECTION OF RECORDS.**—Subject to the provisions of Section 4(j), 213(f), 412 and 606 of the Act, the files of the Commission shall be open to public inspection as follows:

(a) Tariff schedules required to be filed under Section 203 of the Act; valuation reports, including exhibits filed in connection therewith, unless otherwise ordered by the Commission, with reasons therefor, pursuant to Section 213 of the Act; and annual and monthly reports required to be filed under Section 219 of the Act.

(b) Contracts, agreements, or arrangements between carriers, filed pursuant to Section 211(a) of the Act, except such contracts relating to foreign wire or radio communications which are marked confidential by the Commission; **PROVIDED, HOWEVER**, the Commission will give appropriate consideration to a petition filed by any party showing that any such contract, agreement, or arrangement relates to foreign wire or radio communication; that its publication would place American communication companies at a disadvantage in meeting the competition of foreign communication companies; and that public interest would be served by keeping its terms confidential.

(c) All applications and amendments thereto filed under Title II and Title III of the Act, including all documents and exhibits filed with and made a part thereof, and all communications protesting or endorsing any such applications; authorizations and certifications issued upon such applications; all pleadings, depositions, exhibits, transcripts of testimony, reports of examiners or presiding officers, exceptions, briefs, proposed reports, or findings of fact and conclusions; all minutes and orders of the Commission. The information filed under Section 1.301 and network and transcription contracts filed pursuant to Section 1.302 shall not be open to public inspection. The Commission may, however, either on its own motion, or on motion of an applicant, permittee or licensee, for good cause shown, designate any of the material in this subsection as confidential.

(d) In the discretion of the Commission, other files, including those excepted in subsections (a), (b) and (c) hereof, upon written request describing in detail the documents to be inspected and the reasons therefor."

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[3] Before any change is made in the organization, capitalization, officers, directors or stockholders of a corporation other than licensee which results in a change in the control of the licensee, prior Commission consent must be received under Section 310(b) of the Communications Act.

SHECKLEN CHOSEN RADIOMARINE V-P

CAPT. GEORGE F. SHECKLEN, USNR, has been elected vice-president and general manager of Radiomarine Corp. of America and also a director of that company. He was commercial manager of RCA Communications Inc. before entering the Navy on active duty in December 1941.

Capt. Shecklen

Graduated from the Philadelphia School of Wireless Telegraphy in 1912, Capt. Shecklen enlisted in the Naval Reserve and served as chief radio electrician at West Coast naval stations during World War I. After the war he joined Marconi Wireless Telegraph Co. as supervisor-operator, transferring to RCA when it took over the Marconi stations. Advancing in five years to manager of the RCA sales office in Los Angeles, he was later assigned to China to work on improving direct radiotelegraph between that country and the United States.

While in the Orient, Capt. Shecklen was appointed honorary advisor to the Chinese Ministry of Communications and the National Committee for Reconstruction. Made China representative of RCA in 1928, he was elected a vice-president of RCA Communications in 1935. He returned to New York from China in 1939 as commercial manager of RCAC.

BOTH GET THRU!
U.S. MAIL
37
CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA - MONTANA

XUM

GOOD NEWS FROM INDIANA

EVERY survey of post war business prospects in Indiana, yet to reach print, agrees with all others. There will be no slackening of industrial or agricultural activity, and little, if any loss of employment in this state after V-J Day . . . The Indianapolis News, "The Great Hoosier Daily," with which this station is affiliated, is now conducting a state-wide survey. Nothing but the highest optimism is reported. With a primary coverage in practically all of 64 counties in Indiana, and 9 counties in Illinois and Ohio, W I B C penetrates deeply into this—the East North Central's richest market. It is the widest coverage offered by any Indianapolis station. Complete information will be furnished on request.

JOHN BLAIR & CO. • *National Representatives*

Owned and Operated by the Indianapolis News

WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS

Radio Time Seen as Scarce After War

Sponsors Are Advised To Get Franchise Now, Not Later

By BLAYNE BUTCHER
Radio Director, Newell-Emmett Co.

TIME availabilities will be scarce after V-J Day and the need for advertising great, Blayne Butcher, who handles such Newell-Emmett accounts as "Chesterfield Supper Club" and WOR's "Can You Top This?", warns sponsors. Mr. Butcher knows radio from both angles having first been in station work for several years and now in his second decade as an agency man.

YOU—Mr. Advertiser—have you a little radio franchise in your shop? It is likely to be a very rare commodity within a few months after V-J Day!

Mr. Butcher

Some radio "war babies", spending their tax dollars, will relinquish time and space, but there is every indication that when full scale reconversion arrives, there will be bidding for advertising mediums like you've never seen in the annals of industry.

The primary bidding will be for radio time since there is a limit to the number of broadcast hours. More newsprint and space availability will only make publications bulkier, and highways more crowded with signs. There will probably be some place for your advertising in those media, but where do you get it on the air?

Nets Saturated

Even now, at least two of the major networks are virtually saturated with commercial programs and the other two have less and less choice periods available.

Think what the demand is going to be as soon as full scale manufacture for civilian consumption resumes. Merchandise will move. The American public, starved for many commodities, and with money in their pockets, will likely be willing to buy almost anything. Unfortunately, it is likely they will not be as brand-conscious, in their eagerness to obtain commodities. Advertising should lead, then, a way to the right brands, especially in the field where the turnover is less frequent. You don't buy a car, a radio, an electric refrigerator or any of this type of merchandise every day, and first impressions made by the manufacturer who makes the first sale in the postwar period might stick. Let us assume then that you want to keep the public conscious of your brand name, and you are convinced radio should be a part of this postwar advertising plan. It would hardly be advisable to wait and try to secure radio time when actually faced with reconversion, because the wiser advertiser will have most network and spot time sewed up.

Now is the time to get your radio franchise, and to keep hammering home product names, and in cases where reconversion is a slow process, convince the public to wait until your product is available. Whatever the field, we are likely to find the manufacture and distribution of products of inferior quality hastily put on the market in advance of more skillfully produced products.

Choice Limited

Let us say then that you've decided to get and keep some radio time. The choice at this point is pretty well limited. So you have to take "X" network, whose average ratings on all their programs are relatively low. You look over CAB and Hooper and eye enviously the top fifteen, hoping against hope that you can get into those brackets. With very few exceptions, that top fifteen represents advertisers who have held radio franchises for years. But if you want to know what audience there is in a 2.0 or 3.0 rating, have some of your statisticians and research men break down the potential in this amount of rating and you may be surprised. This is a big country brother! And there are more listeners then those polled in the usual telephone surveys. When you use "X" network at its lower price, you then can use the balance of the budget to supplement or add to the radio promotion. A great deal of good advertising has been attained without necessarily using the tops in many media.

Don't place undue emphasis on a specific program before deciding on air time. When radio is sold only on the basis of a particular program it produces the in and out type of itinerant radio advertiser,

(*Continued on page 38*)

BEAUMONT HAS MONEY TO SPEND NOW—LATER!

OIL

Mass employment . . . permanent employment—that's what OIL means in KFDM's area. Think of oil refining, synthetic rubber, oil field tool manufacturing . . . think of the steady income these industries create. Yes, OIL is certainly an important segment in KFDM'S 585 million dollar *effective buying income market.*

BEAUMONT TEXAS

KFDM
BEAUMONT TEXAS
560 K C, 1,000 WATTS
MEANS BUSINESS

SERVING THE *MAGNETIZED SABINE AREA

*Magnetized . . . drawing people and industries from other sections!

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
AND
TAYLOR-HOWE-SNOWDEN
Radio Sales

BEALE

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

XUM

"For all Humanity"

THIS MOST APPROPRIATE OF TITLES is the name of the Red Cross program which has been broadcast regularly by KEX, Portland, Ore., for the past four years. It is a live-talent show, and features the activities of the local Red Cross, one of the finest chapters in the United States.

No small part of the excellent record of the Portland Chapter . in soliciting blood-donors, contributions, and the like.. may be attributed to these regular KEX broadcasts. It is a service, not only to the local community, but to the world.. one of which the station is justly proud.

KEX also takes a justifiable pride in the well-rounded roster of other programs, locally originated and network, with which it serves the radio-needs of the busy Portland area. Programs which reflect the American way of life.. which also help disseminate the products which make up the American way of life.

OREGON'S AMERICAN NETWORK STATION

WESTINGHOUSE RADIO STATIONS Inc

KEX • WOWO • KYW • WBZ • WBZA • KDKA

KEX
PORTLAND OREGON
5,000 WATTS

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

XUM

Time Scarce

(*Continued from page 36*)

who, even when he finds an outstanding program, may be in no position to take advantage of it due to lack of available time. Get the time franchise and keep a weather eye on the better quality of shows.

Now comes your program planning. Have your radio men think it out as well as they can—plan a type of show aimed at the kind of audience you want to reach—and, as you go along, make improvements according to the better judgment of your radio advisers. But, above all, don't try to budget below the average for the network you're on. The pressure of competitive dollars on other networks bidding for the listener's ear is bound to be keen, and barring an occasional 'freak' program, you'll have to keep in step. And just one more thing which has been said over and over again but needs repeating—don't hamstring your radio men by burdening them with your likes and dislikes. And cultivate the sound radio philosophy of many advertisers. Relate radio costs to an average rating expected for the network—put as much promotion behind the show as is feasible—make the program as good as possible with the money available—and expect to reach that segment of the total audience which the network and your show can deliver. Any ratings above the average for the network is a plus for you.

Here's another little factor that will play into your hands as you go along. Comes V-J Day, you're going to see an expansion in coverage by weaker stations, because for the first time in some years they will be in a position to improve their physical facilities. Fact of the matter is, the time may come when, from a facility standpoint, all networks may be about on a par. If and when that time arises, program quality will take on further importance.

And a radio advertiser should have little fear of losing his equity in the media because of television. There has been considerable "hoopla" about commercial television being just around the corner. That corner is quite a long way off. It is not as feasible for television to click as did the radio industry. And heaven knows—radio went through dire straits for some years prior to becoming a commercial advertising medium.

Radio's early stimulus came from thousands of rank amateurs—who made their own sets and managed to hear something, thereby providing the incentive to purchase and use manufactured sets of expert workmanship. Television receivers are a product of the laboratory and probably always will be because of their extremely complex nature. Currently, ownership of a television set means a considerable initial outlay as compared with radio sets. Only when mass production of television sets can be accomplished and a large percentage of homes throughout the country be equipped for television reception, will the medium favorably compare and compete with other forms of advertising. Meanwhile, the radio sponsor will go right along cashing in on his time franchise.

OWI PACKET, WEEK SEPT. 3

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 3. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for these war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Home Canning	X	--	--	--	--	--	--
Tin Salvage	--	--	--	--	--	X	--
Overseas Xmas Mail	--	X	X	X	X	--	--
Civilian Nursing	X	--	--	--	--	--	--
Conserve Cars	--	X	X	X	X	--	--
Stop Accidents	--	--	X	--	X	--	--
Paper Salvage	X	--	--	--	--	--	--
Cadet Nurses	--	--	--	--	--	--	X

See OWI Schedule of War Message 176 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

Zenith Honored

AWARD of Merit was presented jointly by the Disabled War Veterans of America and the National Assn. of Personnel Directors to Zenith Radio Corp. Award was made at a luncheon in Chicago July 31. The honor, which acknowledges Zenith's outstanding work in the placement and rehabilitation of returning servicemen, both former employes and others, was awarded by Mary Columbo of NAPD.

DUBBLE-U
BEE EYE GEE

They are the Magic Words that open the door to the Magic Circle — an area of fifty miles that ranks as the Southland's Number One Market. Rich in population – rich in industry, rich in agriculture – and dominated by this rich and powerful station with a national reputation for progressiveness and showmanship.

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

MAGIC CIRCLE OF 50 MILES

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

MUTUAL NETWORK
Now On
WMOH!
Over 160,000 Radio Homes In .5 MV/M Area!
WMOH
Hamilton, Ohio

Hitch YOUR *Market* TO A *Habit!*

Ye Old Curiosity Shop
CARTER PERKINS

Samuel Johnson, lexicographer and literary giant of 18th century England, was known to his associates for his strange habits. "He would set his heart on touching every post in the streets through which he walked. If, by any chance he missed a post, he would go back a hundred yards and repair the omission."

If you are considering Baltimore as a market, you will be interested to learn of another habit. Baltimoreans know that the best in radio entertainment and news comes in at "1400 on the dial." Therefore, "listening to WCBM is a Baltimore habit."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer *President*	**Free & Peters, Inc.** *Exclusive National Representatives*	**George H. Roeder** *General Manager*

XUM

For full coverag

THE NAKED FACTS are these:

Chicagoland* has 3,234,059 radio homes . . . 10,025,582 people . . . $12,117,000,000 a year to spend. In the year since Marshall Field management took over WJJD, more and more of these millions — homes, people *and* dollars — have been tuning in at the pay-off end of the WJJD signal. It's the result of the new showmanship that's been pumped into this favorite old Chicago station . . . new personnel, new programs, new life! New results, too — bigger results-per-dollar than ever! Ask any Paul H. Raymer man for the facts. The New WJJD, with 20,000 watts of SELLING POWER, delivers its signal into a larger coverage area than any other Chicago station . . . regardless of power.

A *Marshall Field* STATION REPRE

XUM

ge use the New WJJD

**Measured by WJJD's daytime Primary Intense Coverage Area*

THE NEW

WJJD

1160 ON YOUR DIAL

Chicage

PRESENTED NATIONALLY BY PAUL H. RAYMER

XUM

The Great Program Hoax

Editorial

WHAT'S ALL this activity being carried on ever so quietly by Government agencies on radio programs when Government is supposed to be all-out on war or war-connected work?

Although hard to get, certain facts speak eloquently. First, the FCC, after a "compromise" with a legal principle of no interference with programs (a principle that can't be compromised), started looking into "program balance" on stations. Stations were cited left and right on license renewals. The Commission winked at that provision of the law (Sec. 326) which forbids it to censor program control.

Then the Commission launched a long-expected study of clear channel station operation, having in mind rural service and the desirability of maintaining AM clears, more of them or less, after FM gets under way. There were more secret sessions.

As phase II, up pops the Division of Programs, Bureau of Agricultural Economics, Dept. of Agriculture, with a "rural program survey". It is interlarded with questions related directly to programs. The questions obviously are contrived to show the farmer isn't satisfied with what he's getting, and if perchance, he is, then he isn't getting it in big enough doses. It's a continuous refrain of "Have you stopped beating your wife?" queries.

No one was to even hint the survey was being conducted, even though it was to be on a personal interview basis. The FCC couldn't do this job, we imagine, because of that program injunction in the law. So it was palmed off on the DOA (under its former administration). The story came out in the July 23 issue of this journal.

Now phase III. One Charles I. Siepmann, ex-director of program planning of the government-owned BBC, until 1939 a resident of London, shows up at the FCC as a special expert on a job, the nature of which isn't revealed publicly. That story was told in our July 30 issue. Mr. Siepmann is performing his "special mission" with three assistants, operating from the office of Commissioner C. J. Durr. Mr. Durr was the leading proponent of the commercial vs. sustaining "compromise", as he has been on all anti-commercial radio moves. Mr. Siepmann, it is abundantly clear, is dealing in programs. That's his line. But he's never dealt in programs "by the American Plan". He was with BBC, which loathes the competition it suffered when our brand of radio was introduced in England for our GI's, and on which the British public eavesdropped to the point of almost ignoring BBC schedules. Later, Mr. Siepmann worked for the Office of Facts and Figures, which was booted from our national scene and succeeded by OWI. Then he worked for OWI in International Broadcasting—still a far cry from commercial radio.

One of Mr. Siepmann's assistants is Eleanor Bontecue, former employe of Justice Black of the Supreme Court. Commissioner Durr is Justice Black's brother-in-law.

Recently James Sheridan of the FCC's Economic Dept. journeyed to Canada to study Canadian Broadcasting Corp. station relations and other operating methods. That's hardly another phase, but a passing incident worth noting.

Comes now the FCC and tosses on another bale of hay by adopting new rules governing executive and program personnel of stations requiring reports to be submitted regularly. It also broadens the scope of its financial report requirements from stations, another move of dubious legality. Therein it adds a couple of strokes on what seems to be a blueprint toward public utility type of broadcast regulation.

All this, too, in the face of the clear-cut Congressional mandate against program censorship or regulation of broadcasting as a common carrier. Admitted this point was beclouded by the now famous Frankfurter opinion of May 10, 1943, which gave lip service to the "composition of that [program] traffic". Certainly that whole line of thinking was more than vitiated by the clear, straight-from-the-shoulder expression little more than a month ago by President Truman. He called for radio "as free as the press" and for regulation "by natural forces of competition."

But back to the FCC's line of attack.

To what does all this lead? Here we can only conjecture and leave it to the judgment of the reader (and others responsible for radio's welfare and enforcement of the statute establishing a competitive American system).

The Dept. of Agriculture survey surely will show that American radio falls short of supplying an adequate rural program service.

The FCC survey, to be brought into the open by methods we can't now fathom, doubtless will show that radio is over-commercialized and that commercial programs, whatever their nature, can't be adjudged as public service.

The clear channel study conceivably could reveal that vast areas of the country are not receiving even an acceptable signal from clear channel AM stations, because the commercial broadcasters look for economic return and don't give a hoot about remote or rural areas.

It already is an accepted technical fact that FM can't do an effective rural coverage job, but will provide an intensive urban service (where dollars can be made).

So, high-powered AM stations of a million watts or more should be set up. But present AM broadcasters don't know how to provide that service acceptable to farmers. That will be proved beyond doubt by the DOA survey.

All listeners are entitled to equitable service, and it is economically unfeasible for commercial operators to deliver. Besides 1,000,000-watt stations would be too powerful an instrument to place in the hands of private business.

So—

There should be established a Government network of high-powered stations on AM channels which will be relinquished by standard broadcasters who go to FM operation.

Certainly, we will be accused of having hallucinations, softening of the brain and falling hair.

But that's the way it's rigged, as we see it.

Our Respects To —

CHESSER MILBURN CAMPBELL

RADIO and newspapers go hand in hand as far as Chesser Milburn Campbell is concerned. Entering radio in 1940 from the *Chicago Tribune*, he was put in charge of sales at WGN Chicago, and has since been made 2nd vice-president of WGN in charge of the station and a member of the Mutual Board of Directors.

In his whole career Ches has had but one employer. On finishing school in 1921 he went to work on the Paris edition of the *Chicago Tribune* in the circulation department and has worked with this paper to the present day. His boss was, and is still, Col. Robert R. McCormick, owner of the *Tribune* and WGN.

Of the radio industry, Ches says, "In the short while since my job has been expanded to working with WGN, the Mutual Broadcasting System and with WGNB, it has become more and more apparent to me that the essential problem of radio is the same as the problem of the newspaper. That problem is how to increase circulation, or, in the case of radio, listenership. It is interesting to notice that the newspapers and the radio stations which continue to perform the greatest public service nearly always have the widest coverage. Current developments in frequency modulation, television and facsimile broadcasting will present a real challenge to the post-war radio station and newspaper. Here at WGN we are analyzing all of these developments and are making plans to take advantage of these new fields for public service and commercial enterprise."

Chesser Campbell was born in Sault Ste. Marie, Mich., December 12, 1897, and attended public schools there until he entered the U. of Michigan. After a year and a half at the university he joined the Navy, where he served as an ensign until the end of World War I. He then resumed his studies, and was graduated in 1921 with a B.A.

At the university he was news editor of the school paper, the *Michigan Daily.* He worked his way through school as a sports correspondent for newspapers in Big Ten cities and his first shot at advertising was putting out a student blotter which carried paid ads. His other activities included playing on the freshman football team, doing publicity for the athletic department and membership in Theta Delta Chi fraternity. He also received the coveted Phi Beta Kappa key.

From his job in the circulation department of the Paris Edition Ches was called back to the United States and entered the classified sales department, as do all salesmen and executives of the *Tribune* advertising department,

(*Continued on page 44*)

Portland's "Citizen of the Week"

Johnny Carpenter of KOIN

DIRECTOR OF SPECIAL EVENTS

KOIN is proud of the honor extended to one of its staff when the likeness of Johnny Carpenter appeared the week of July 29-August 4, on 550 car cards in busses and street cars of the Portland Traction Company. The reason: Johnny was selected CITIZEN OF THE WEEK. His fellow citizens were reminded of something they already knew in a message which read .....

JOHNNY CARPENTER, War Activities Showman

> "*Originator of many war activities programs; Radio and Star Emcee; Special Events and Sports Announcer; Broadcaster of radio War Bond shows that have received national recognition; Generously donating his time and talent to entertain servicemen, and at civic benefits.*"

A measure of a station's service to its community is the regard the community holds for those who serve!

KOIN

PORTLAND, OREGON

FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES

Respects

(*Continued from page 42*)

and from there went to retail display and general display. In 1927 he was sent to New York as manager of the eastern office for two years. When Ches returned once again to Chicago it was as classified manager. In 1932 he became assistant advertising manager of the *Tribune* and in 1935 was made advertising manager, and still is. Although holding three executive positions he is not daunted by the amount of work these responsibilities pile upon him and spends much of his free time studying the future of radio and television.

Ches in 1927 married Hallie Calhoun. They have two children, a daughter, Judith Ann, 16, and a son, Bryon Chesser, 11.

Ches originally had no intention of getting into the newspaper and radio business—he went to school for the purpose of becoming a lawyer. He changed his mind after the war, however.

AT ANNUAL General Mills news gathering in New York last month, Bruce Barton (l), BBDO president, draws approval from James F. Bell (center), GM board chairman, and Ben Duffy, BBDO v-p.

His major sport these days is squash and he belongs to the Indian Hill, the Chicago, the University, the Saddle and Cycle and the Tavern Clubs.

Advertising runs in the family. His sister's husband, A. M. Kennedy is Sunday editor of the *Tribune;* one brother, Ray is in the advertising department of the *New York News* and Bryon, another brother, is an advertising man. he wanted to complete his studies.

Siesel Leaves Partners To Form Own Agency

A FORMER three-way New York advertising agency, Kaplan, Siesel & Bruck, has split into two agencies, with Kaplan and Bruck staying in one firm and Harold J. Siesel forming his own agency. Both firms are still in the same building, 424 Madison Ave., New York.

Mr. Siesel, it was reported, took with him to his own agency several accounts but none of them radio advertisers.

Kaplan and Bruck, meanwhile, have bought a 10-minute morning news commentary on WJZ New New York for Newspaper Institute of America, New York, a home study course. The newspaper institute also will use two participations weekly in another morning WJZ program starting about the end of this month, the agency said.

A NEW retailers' magazine, "Radio & Appliances", will be published monthly by Ziff-Davis Pub. Co., New York, starting in November.

SCRIPPS RETURNS TO DETROIT NEWS

MAJ. WILLIAM J. SCRIPPS, for the past three years in Army Air Forces communications, last week returned to the *Detroit News* and its station WWJ in an executive capacity. He resumes his old post as radio director for the *News* but is expected to devote more and more time to the newspaper side of the business, which is headed by his father.

Maj. Scripps

Mr. Scripps was largely responsible in establishing WWJ 25 years ago as a pioneer broadcast station. He is an ex-radio ham and WWJ originally was his amateur station.

Harry Bannister continues as WWJ general manager and will report to Mr. Scripps.

Three years ago Mr. Scripps entered the Army as a first lieutenant and had been stationed at Washington, Wright Field, Elgin Field and several points in Africa. He also had handled special assignments of a confidential nature in Saipan and Leyte.

Avery to Speak

LEW H. AVERY, NAB Director of Broadcast Advertising, leaves Washington Aug. 18 for San Antonio for a checkup on the test radio campaign being run by Joske's of Texas under NAB guidance. On Aug. 28 he will address the Oklahoma City Junior Chamber of Commerce on "Freedom of Speech" at the chamber's observance of Jaycee Radio Week. Both radio and the Junior Chamber of Commerce of the United States celebrate their 25th anniversaries this year.

Kronen to S. A.

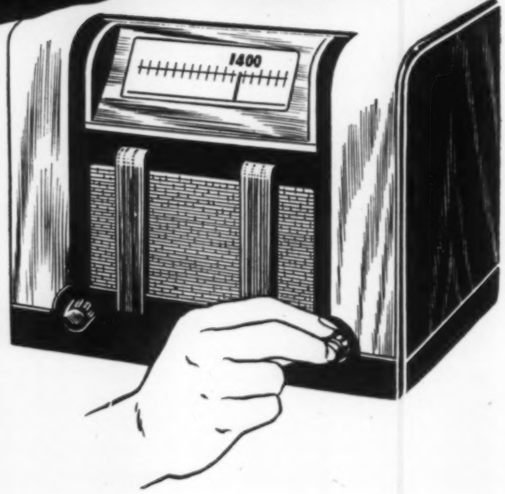
HURBERT H. KRONEN, sales manager of RCA radio and appliances department, has been appointed vice-president and general manager of RCA Victor, S.A., Brazilian subsidiary of RCA, with headquarters in Rio de Janeiro. C. J. Chisholm, formerly manager of RCA Victor sub-contract department, takes over Mr. Kronen's former position as sales manager of the radio, appliances department.

Listening Habits
in Philadelphia

Nearly everybody listens to
WDAS BROADCASTS OF NEWS . . .
ON THE HOUR • EVERY HOUR

That's why most
Philadelphians have
formed the habit
of dialing
1400 regularly.

With "Listening Habits" like this, it's no wonder
that 78 percent of this station's sponsors renew regularly.



ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC

Spot programs put your product

in a good spot

JOHN **BLAIR**
& COMPANY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco
REPRESENTING LEADING RADIO STATIONS

Wonderful "spots" for any advertiser are spot programs. For these powerful, sales-producing programs are more than spot announcements—they are complete programs of *any* kind . . . and *any* length . . . on *any* station . . . in *any* market selected by you.

And there are many such programs available. Already well established on the air, they are headed by well-known local personalities who have demonstrated their selling ability.

A John Blair Man can tell you about the best of them, in markets that interest you. Call him today—he's a fine fellow to know.

TWO GOOD INVESTMENTS SHOWN HERE!

Farmer Bill of Iowa made one when he recently bought the milk-cooler which will bring him bigger profits. The other? Well, the other is Farmer Bill himself!

As a representative of a group whose average income from the rich Iowa soil was $7,672 even 'way back in 1943—and which had at least a 20% increase last year—he's a present and potential purchaser of almost *everything*. The best way to get to know him is through KMA—the No. 1 Farm Station in the No. 1 Farm Market.

KMA operates on the policy that farmers are *different*. They don't go for jazz, jive or night-club wisecracks. They prefer their own varieties of music and entertainment. They aren't impressed by the suave accents of Boston-bred announcers. What they want and need in radio is a basically-honest, full-time *farm* station.

Does KMA fill that demand? The fact that we receive twice as much listener-mail as any nearby broadcasting outfit would seem to indicate "yes"!

Let us tell you more about KMA's *different* story. Or for information call Free & Peters!

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA

FREE & PETERS, Inc.
Exclusive National Representatives

MANAGEMENT

LESTER L. GOULD, for two years with WHIT New Bern, N. C., has been designated for station managership of new WJNC Jacksonville, N. C., by **LOUIS N. HOWARD**, president of Jacksonville Broadcasting Co. (BROADCASTING, July 23), who states Mr. Gould will await approval for construction of WJNC before staff is employed.

LOUIS SAIFF Jr., commercial manager of WWNY Watertown, N. Y., for four years, has been appointed general manager of all radio properties of The Brockway Co., Watertown. Appointment is coincident with issuance of construction permit by FCC to firm for WMSA Massena, N. Y., new local outlet [BROADCASTING, May 14]. Mr. Saiff will headquarter in Watertown. Brockway Co. publishes Watertown Daily Times in addition to operating WWNY.

Mr. Saiff

DARROLD A. CANNAN, secretary-treasurer of Beaumont Broadcasting Corp., licensee of KFDM Beaumont, Tex., who has just completed service in England as AAF captain, returns to station as executive vice-president. **C. B. LOCKE**, KFDM general manager, becomes secretary-treasurer.

LOUIS R. DRAUGHON, co-owner of WSIX Nashville, is father of a girl born July 30.

HUBBELL ROBINSON Jr., vice-president in charge of programs for American, will be present at Western Aircraft Manufacturers meeting Aug. 15 in Hollywood to present a package show to the industry for possible sponsorship [BROADCASTING, June 25].

WILLIAM C. ENGEL, former advertising manager of the Union-Leader newspapers in Manchester, N. H., has been appointed assistant manager in charge of retail and national advertising for WFEA Manchester, 5,000 w CBS affiliate. Before going to Manchester in 1940 he was associated with newspapers in Chicago, Des Moines and Washington, D. C.

F. FREDERICK KENNEDY, president, and **JAMES B. FUQUA**, vice-president of WGAC Augusta, Ga., have purchased the Augusta Royal Crown Bottling Co., major radio advertiser in that area. Purchase is investment only and neither will be active in management of the firm, one of largest in the Southeast.

EDWARD J. NOBLE, chairman of American, has been named chairman of the service division of the New York National War Fund.

ON VACATION: KEITH KIGGINS, American vice-president in charge of stations, until Aug. 20 in New Jersey.

CAROLL W. (Doc) NEELD, WCBS Springfield, Ill. manager, has been appointed publicity supervisor for central Illinois in nationwide drive to recruit railroad workers.

DON SEARLE, American western division vice-president, will attend a series of New York home office conferences, leaving Hollywood Aug. 27 for 30 days.

ROYAL V. HOWARD, vice-president in charge of engineering of Associated Broadcasters Inc. and Universal Broadcasting Co., San Francisco, discussed "Television at Home and Abroad" at recent San Francisco Section, Institute of Radio Engineers dinner meeting. Mr. Howard just returned from Europe where he headed a special scientific staff and directed operational analyst staff at U. S. Army headquarters.

DONALD W. THORNBURGH, CBS Pacific Coast vice-president, for second consecutive year has been appointed radio division chairman of the Los Angeles War Chest. He is in charge of subscription solicitations from all personnel connected with radio.

W. A. DUFFIELD, former chief engineer of CKY Winnipeg, has been appointed manager of CKY succeeding **W. H. BACKHOUSE**, recently named comptroller of the Manitoba Telephone System, owner of CKY and CKX Brandon.

HERB FERGUSON, assistant manager and account executive of KFRE Fresno, Cal., has been named chairman of the Fresno committee of War Advertising Council.

SHELDON W. ANDERSON, chief engineer of KFRE Fresno, Cal., since station started in 1941, has resigned that post to become manager of KCOK Tulare, Cal., new station owned by his father, **HERMAN ANDERSON**, scheduled to begin operations this fall. His KFRE successor is **HAROLD BROWN**, for 2½ years radio engineer with AAF.

BOB ALBURTY, manager of WHBQ Memphis, has been elected to the board of directors of the Memphis Symphony Society.

WALLENSTEIN HEADS MUSIC FOR AMERICAN

ALFRED WALLENSTEIN, noted symphonic conductor and cellist, who resigned last week as music director of WOR New York has been named music director of American, it was announced Wednesday by Hubbell Robinson Jr., American vice-president in charge of programs and production. Associated with Mr. Wallenstein is Paul Whiteman, director of popular music for American since 1943.

Mr. Wallenstein

Mr. Wallenstein also will maintain his position as music director and conductor of the Los Angeles Philharmonic orchestra, with which he has been associated since its organization 25 years ago. For 16 years Mr. Wallenstein was first cellist with the Chicago Symphony and the New York Philharmonic orchestras and he has appeared numerous times as guest conductor of various symphony orchestras.

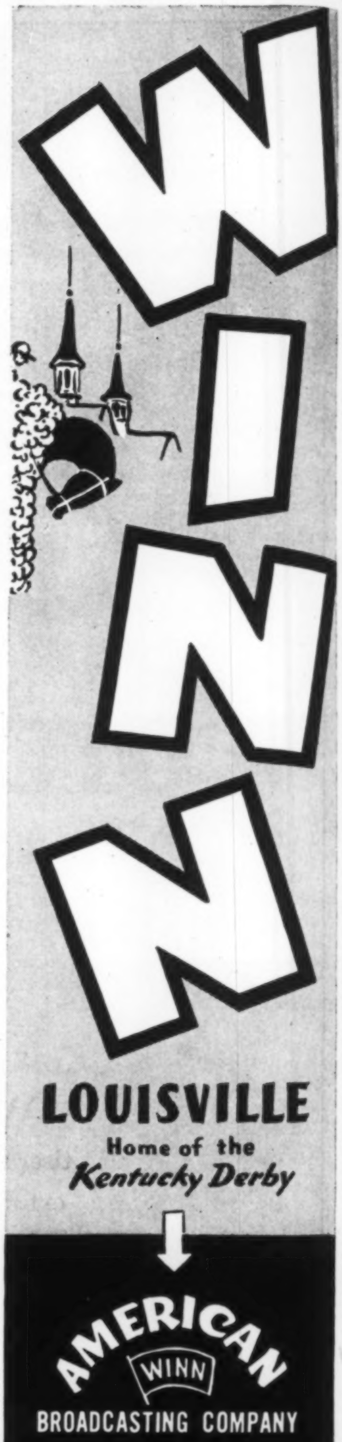
Mr. Whiteman is currently musical director for the *Philco Hall of Fame* program on American.

Late Christmas Bonus

CHRISTMAS bonuses were distributed a fortnight ago to 750 of 1,050 employes of American who had been with the company for six months or more on Dec. 31, 1944. Payment of checks last Christmas was disapproved by the salary stabilization unit of the Treasury Dept. but company appealed the ruling and decision favoring payment of compensation checks was handed down last week. Explanatory letter written by Mark Woods, president of American, accompanied the checks.

DeTchon Promoted

ROMERT S. DETCHON has been appointed sales manager of WHK Cleveland. He has been a WHK salesman for 10 years.



WINN

LOUISVILLE
Home of the
Kentucky Derby

AMERICAN
WINN
BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

★

HARRY McTIGUE
General Manager

this is a Farm...

It is one of the many farms in North Dakota. Even if its size is only 463 acres (some North Dakota farms run to 10,000 acres) it is still three times larger than the average U.S. farm.

This particular farm, owned by the Williams Brothers, is near Jamestown. The Williams Brothers raise wheat, rye and flax on it. Together with 333,021 neighbors in 29 counties surrounding Jamestown, they help make North Dakota *first* in rye and flax—*second* in wheat production for the nation.

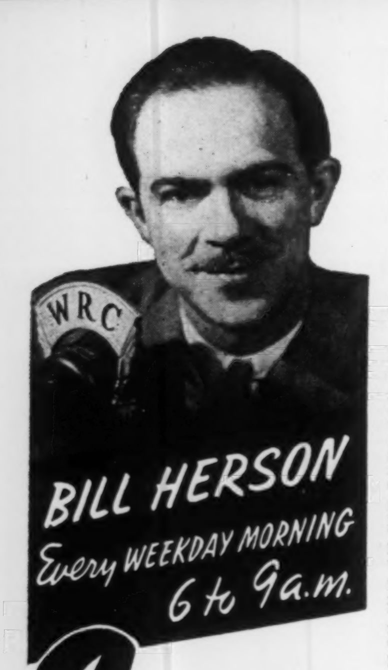
A state that produces large quantities of marketable produce is a rich state. Rich states have rich communities. The people in the 29-county community surrounding Jamestown are rich both *with* and *from* farm produce. And radio is one of the most effective ways to sell these people: in Jamestown as everywhere else.

KSJB Jamestown is the focal point for these rich, regular-listening 29 counties. Of the 79,168 families who live within this 29-county coverage, 71,092 have radios.*

**1940 U.S. Census, projected by NAB Research Bureau*

KSJB CBS
JAMESTOWN, NORTH DAKOTA

REPRESENTED BY NORTH CENTRAL BROADCASTING SYSTEM, INC.
New York, New York, Empire State Building, Lexington 2-6892 • Chicago, Illinois, 360 North Michigan Avenue, State 0361 • St. Paul, Minnesota, E 622 First National Bank Building, Cedar 8579



first
CHOICE
of
Washington
Agencies!

When local advertisers place one minute announcements Bill Herson's program, 6:00 to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

Local preference makes Herson your No. 1 spot buy.

FIRST in WASHINGTON
WRC NBC
Represented by NBC Spot Sales

PRODUCTION

FRANCES QUINN, former traffic manager of KFRE Fresno, Cal., has been promoted to program manager, succeeding **EUGENE CHENNAULT**, now in service and who will return to station in another executive capacity.

FRANCES KIERAN, announcer, has joined WHBQ Memphis as successor to **MRS. CLISPY ESKRIDGE.**

ROBERT BODDEN, from WTMJ Milwaukee, is new production manager of WCLO Janesville, Wis. He also will be sportscaster and in charge of promotion and publicity. **RAY GRANDLE**, new to radio, has joined WCLO announcing staff.

RAY MacINTOSH, formerly with WBEN Buffalo, has joined announcing staff of WEAU Eau Claire, Wis. **LORAINE OPPEGARD** is now WEAU continuity writer.

HAL MOORE, WNEW New York announcer, had one of his short stories, "Legends of the Tuscarora", accepted for publication in Blue Book Magazine Oct. issue.

MERWIN M. ELWELL, stage manager, scene designer and former professor of drama, is now assistant art director in charge of costume designing and wardrobe in NBC television department.

NANCY JO OTWELL has joined continuity staff of WCBS Springfield, Ill. **MYRON WALDEN**, new to radio, has joined WCBS announcing staff.

TED WESTCOTT, released from AAF after four years service, has joined production staff of KMOX St. Louis. **GEORGE CLARE** shifts from WBBM Chicago to KMOX as producer.

BILL PRANCE, former farm director of WSB Atlanta, is now in Army of Occupation in Germany. His recent letter to WSB covered German agricultural situation and was basis for a farm program.

JERRY BURNS, formerly with KXOK St. Louis and now in charge of public relations section, ASF Reception Station No. 12, Fort Douglas, Utah, has been promoted to corporal. He is currently conducting series for KDYL Salt Lake City.

ROBERT STORK and **MARVIN SMITH**, both new to radio, have been added to announcing staff of WFTC Kinston, N. C.

MARY HAUER is new addition to continuity staff of WWL New Orleans.

DOUGLAS G. BILLMEYER, news writer and announcer at KFPY Spokane, shifts to KEX Portland, Ore., as continuity writer.

CLARK ALLEN, South Pacific veteran, has joined announcing staff of KFDM Beaumont, Tex., **HOWARD DOWDY** shifts from announcing staff of WRR Dallas to KFDM.

BILL WILLIAMS, announcer at WSAP Portsmouth, Va., in September returns to William & Mary College. His WSAP successor is to be **CARL FRANCIS.**

FRANCES JEFFERSON, former assistant editor in continuity acceptance department of American, has been named assistant to **DOROTHY ANN KEMBLE**, director of recently created continuity acceptance department of Mutual.

GEORGE BRENGLE, producer for American network, is father of a boy born in New York last week.

ADELE HUNT, conductor of women's feature program on WPAT Paterson, has been asked by two New Jersey women's groups to help organize clubs in their communities. Clubs would carry same name as program, "Hunt for Happiness", and would be based on the same theme.

JACK M. SIMPSON, released from Seabees, has rejoined announcing staff of WSIX Nashville.

WARREN FIRTH, formerly with WFTC Kinston and WSSV Petersburg, has joined announcing and production staff of WRVA Richmond, Va.

VERNON LUNDQUIST, announcer at WSIX Nashville, is father of a boy.

CLARK POLLOCK, formerly with WBAA West Lafayette, has joined continuity staff of WGL Fort Wayne, Ind.

FOR helping sell Kentucky to America with his "Kentucky Calls America" program on WHAS Louisville, Bud Abbott (l) is commissioned a Kentucky Colonel by Gov. Simeon S. Willis. Ralph A. Homan (r), secretary to the governor, observes. Program is heard six-weekly, midnight to 5 a.m.

News

LT. BILL WEAVER, released from AAF after 3½ years service and former sports and special events announcer of KOVC Valley City, N. D., has returned to the station.

JESSE LEONARD has joined KEX Portland, Ore., news and special events staff, shifting from KXL Portland.

WILFRID FLEISHER, author, foreign correspondent and expert on Far East affairs, will start a Tuesday series of talks Aug. 14, 9:45-9:55 p.m. on American. Mr. Fleisher was formerly special writer for New York Herald Tribune and Time Magazine and has been a foreign correspondent for 30 years.

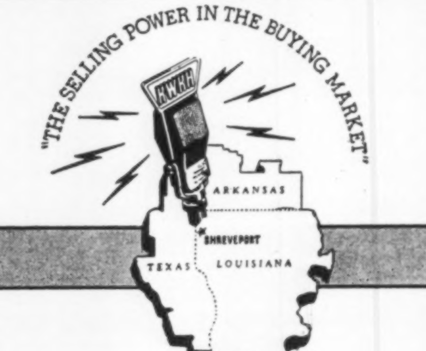
DON YOUNG, released from the Army after 2½ years service, has joined KFRE Fresno, Cal., in new position of news editor. He formerly had been with AP New York.

WWJ Detroit has added Reuters to its other press services.

KFWB Hollywood has contracted for Los Angeles City News Service. Station also subscribes to UP AP INS and Reuters dispatches.

FALL semester of Northwestern U. School of Commerce and Journalism begins September 26, including an evening division.

ENTIRE STAFF of WFIL Philadelphia has joined the United Nations Council, an educational group dedicated to world organization and understanding. WFIL is the first station to become a member.



In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

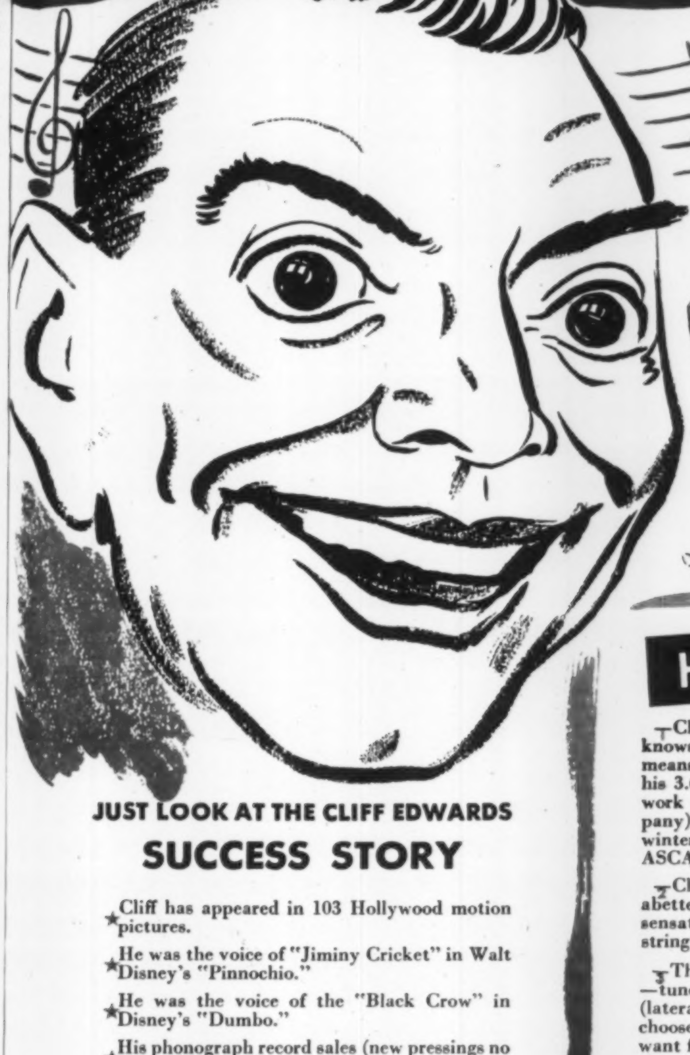
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

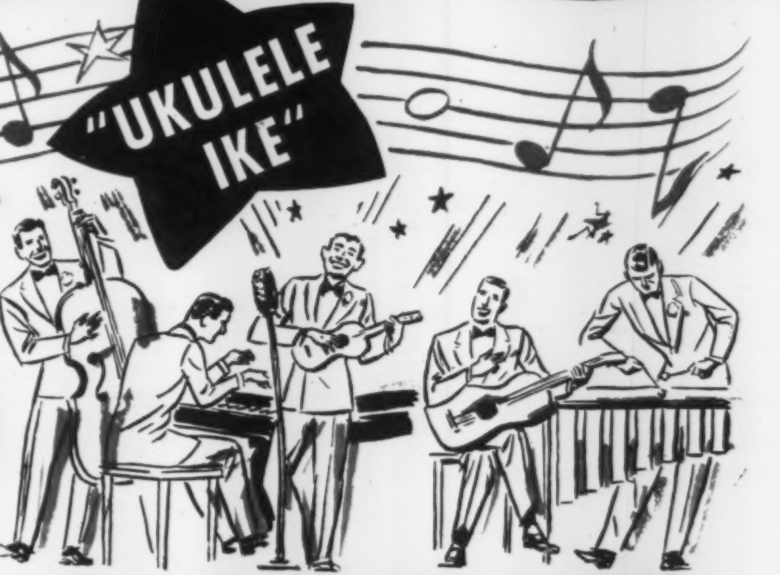
GET IN ON THE
IDAHO
SALES
HARVEST

KTFI
TWIN FALLS · IDAHO

THE CLIFF EDWARDS SHOW

TRANSCRIBED





HERE'S A PROGRAM YOU CAN SELL!

JUST LOOK AT THE CLIFF EDWARDS

SUCCESS STORY

- Cliff has appeared in 103 Hollywood motion pictures.
- He was the voice of "Jiminy Cricket" in Walt Disney's "Pinnochio."
- He was the voice of the "Black Crow" in Disney's "Dumbo."
- His phonograph record sales (new pressings no longer available) set an all-time high: 51,000,000 in less than three years!
- He appeared in 14 Broadway shows.
- He has played every important vaudeville theatre in America and Canada, and made four European tours, playing many of the Music Halls and smart Night Clubs in England, France, Scotland and Holland.
- Since leaving Hollywood, he played 42 weeks of personal appearances in leading picture theatres.
- Featured in a morning quarter-hour strip on the Blue Network, with a 3.6 Hooperating.

1 Cliff sings the songs everybody knows—as only *he* can sing them! This means AUDIENCE . . . as proved by his 3.6 Hooperating on the Blue Network (American Broadcasting Company), in a morning spot during the winter of 1944-45. Cliff's music (mostly ASCAP) is universal in appeal.

2 Cliff's great ukulele playing is ably abetted on these transcriptions by four sensational swing musicians—piano, string-bass, guitar and vibraharp.

3 The music is individually recorded—tune at a time—on 16″ transcriptions (lateral cut, 33⅓ r.p.m.). You can thus choose any combination of tunes you want for any program—and build each show the way you or your sponsor wants it! Each transcription, however, carries five or six varied tunes . . . so that you could play them in sequence from one transcription if you wish, and have a well-balanced program.

4 These are *specially recorded* transcriptions—not "just records" with talent and arrangements that can be heard on any station, any day. No competitor can duplicate your show! LICENSED EXCLUSIVELY to one station in one market.

5 There are several cuts of the famous Cliff Edwards theme song: "Singin' in the Rain." Consequently, you'll be in no danger of wearing out the theme recording, no matter how frequently you broadcast the Cliff Edwards Show.

6 You put the commercials where you want them, and as many as you want—filling out with music. The average quarter-hour program carries an opening and closing theme (with short commercial), plus two regular commercials—AND FIVE SONGS!

7 We furnish suggested scripts for the musical introductions—but *your announcer* reads them, as well as the commercials. Thus, you have *complete control* of the way the program is arranged, timed and broadcast.

8 The program material is suitable for almost any sponsor. The music consists of All-American favorites appealing to listeners of all ages, and especially the high-purchasing-power, middle-age group who remember the great song hits of the 20s and 30s. Yet, the RHYTHM accompaniment is so powerful . . . the "swing" is so infectious . . . that the "bobby-sox" listeners and "hep-cats" *love* this music.

AUDITION RECORDING SENT EXPRESS $5 C.O.D.

. . . together with an option on this feature for your market. The $5 will be applied on purchase price if you buy The Cliff Edwards Show. This offer subject to prior sale.

TOWER TRANSCRIPTIONS, INC.

Phone PLaza 3-9327 247 PARK AVENUE, NEW YORK 17, N. Y.

KANSAS CITY

IS A

K

O

Z

Y

MARKET

•

PORTER BLDG., KANSAS CITY, MO.

EVERETT L DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

AGENCIES

RUSS JOHNSTON, associated with McCann-Erickson, New York, for two years, has been named vice-president in charge of radio production for the agency. Prior to joining McCann-Erickson, he was Hollywood program director for CBS.

VINCENT MORGAN RYAN, executive vice-president of Grant Adv., Chicago, and Arline Judge, film actress, were married in Las Vegas, Nev. on Aug. 3.

ABBOTT KIMBALL, head of Abbott Kimball Co., New York, is on West Coast for three weeks making a survey and also conferring with **BLAISDELL GATES**, vice-president and Los Angeles manager.

MEREDITH S. CONLEY, former editor of "CBS World News", is now assistant to **BENSON INGE** in the press and public relations department of Ted Bates Inc., New York.

JANE MITCHELL has been appointed media buyer of Glasser-Gailey & Co., Los Angeles.

ROGER VERRAN of the copy staff in Minneapolis office of BBDO, has been appointed copy chief of the firm's San Francisco office, succeeding **THOMAS DILLON**, transferred to Los Angeles office in similar capacity.

JACK W. RUNYON, for 3½ years Hollywood manager and radio director of the Office of Inter-American Affairs, has resigned to return to commercial radio after brief vacation. Mr. Runyon is former radio director of Ted Bates Inc., New York. He will continue to act as consultant for all OIAA Hollywood radio activities under direction of New York and Washington offices.

RICK CHRISTENSEN, formerly with the sales and service staff of WKY Oklahoma City, has been named radio director of Erwin, Wasey & Co., Oklahoma City.

Mr. Christensen

KEN MAGERS, for 20 years advertising and publicity manager of The Cincinnati Gas & Electric Co., major local radio account, is now with Foster & Davies, Cleveland.

GEORGE W. LEE, formerly of J. M Mathes Inc., New York, has joined merchandising department of Benton & Bowles, New York.

ROBERT IRWIN, former account executive of Deimer & Dorskind, New York, has joined Moss & Arnold as account executive.

ARTHUR PINE has joined Moss & Arnold Co., New York, as director in charge of radio publicity and exploitation. He will still maintain his own public relations office at 67 W. 44th Street, New York.

PAUL THOMAS, formerly with John A. Clements Assoc., New York public relations firm, is now account executive and member of the public relations plans board at Abbott Kimball Co., New York.

ELLIS TRAVERS, manager of Chicago office of Roy S. Durstine Inc., is now a vice-president of the agency. Mr. Travers was a vice-president and Detroit office manager of Ruthrauff & Ryan before taking over management of the Durstine office in March 1944.

BILL BRYAN, formerly with Anfenger Adv., New Orleans and WWL New Orleans, is now with radio department of Dan B. Miner Co., Los Angeles.

JEAN SHIMP, publicity writer at Compton Adv., New York, is to be married to Sgt. Albert H. Dunn 3rd, who is returning from Europe.

FRED W. MEYER, former national advertising manager of Honolulu Star Bulletin, has joined Leon Livingstone Agency, San Francisco, as marketing and research director.

EILEEN SILVA, copywriter and account contact, has been shifted from Abbott Kimball Co. New York office to Los Angeles.

ANNE PILLION, copywriter of McCann-Erickson, Chicago, has been shifted to agençy's Los Angeles staff.

CHARLES N. STAHL, head of Los Angeles agency bearing his name, has enlisted in the Merchant Marine. Staff will continue to operate agency during his absence.

TECHNICAL

HOMER MORGAN SNOW, formerly with Lennen & Mitchell, New York, where he supervised market research and sales analysis study of radio home receiver business which the agency conducted for General Electric Co., has been appointed advertising and public relations director of the radio division of Lear Inc., New York.

GWILYM A. PRICE, executive vice-president and director of Westinghouse Electric Corp., has been elected member of board of trustees of The Central Hanover Bank & Trust Co., New York. He is also director of Blaw-Knox Co., Pittsburgh.

FRANK CASTANIE has rejoined KMOX St. Louis as night supervisor of engineers after three years in service.

BOB RAE, former chief engineer of CJOC Lethbridge, has returned to his post on release from Canadian Army. He enlisted in September 1939.

CORP. BILL HUNTER, former engineer at WPAT Paterson, is now chief engineer of the **AFRS** station WVTM Manila, according to a letter Corp. Hunter recently wrote to his wife, Roberta, now a member of WPAT office staff.

LOUIS MARTIN, associated with RCA tube division, Camden, N. J., for three years, has been appointed manager of the application engineering section of the division.

CLYDE DOWNING has been added to engineering staff of WCLO Janesville, Wis. He formerly was with WOWO Fort Wayne, Ind.

B. M. GOOCH has been added to transmitter staff of WHBQ Memphis as successor to **R. E. SHORE.**

COMDR. MORTIMER LOEWI, executive assistant to the president of Allen B. DuMont Labs., addressed the Sports Broadcasters Assn. Aug. 7 on "Television and Sports" at Great Northern Hotel, New York.

RALPH P. MOORE is new member of engineering staff of WSIX Nashville.

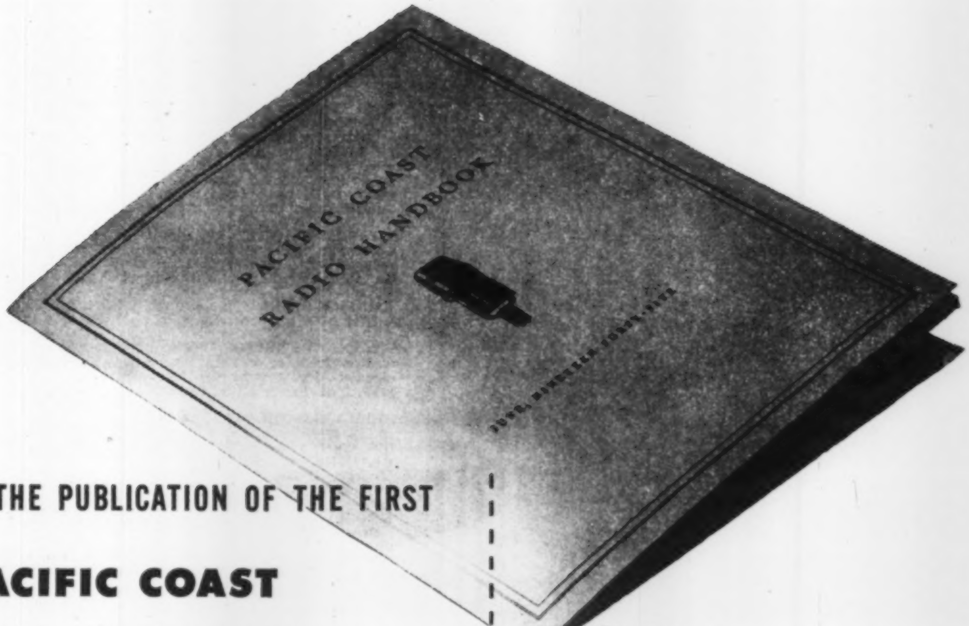
HAROLD ERICKSON, new to radio, has joined the technical staff of KPFA Helena, Mont., succeeding **DUANE PARKER**, to Hazeltine Co.

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!

65 *DIFFERENT*
PROGRAMS DAILY!

WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN
Broadcasting Co.
FREE & PETERS
Natl. Reps.



ANNOUNCING THE PUBLICATION OF THE FIRST

PACIFIC COAST RADIO HANDBOOK

A complete reference source on all important Pacific Coast radio and market facts

Advertising and agency executives have hailed the Pacific Coast Radio Handbook as one of the most useful radio reference books ever compiled, for it supplies information constantly referred to but never before found without consulting several reference volumes.

In addition to latest market data, the Pacific Coast Radio Handbook contains in compact form: listings of all Pacific Coast network stations with call letters, power and frequency; rates and discounts for all Pacific Coast networks; network offices, executives, addresses and telephone numbers; individual station offices, addresses and executives; Pacific Coast station representatives; charts and tables.

Market facts are the most recent and authoritative and include population, radio families and retail sales breakdowns by counties for California, Oregon and Washington.

It is hoped that the Pacific Coast Radio Handbook will be a working tool for everyone interested in the Pacific Coast market and Pacific Coast radio. Your comments and suggestions will be appreciated for use in planning future editions.

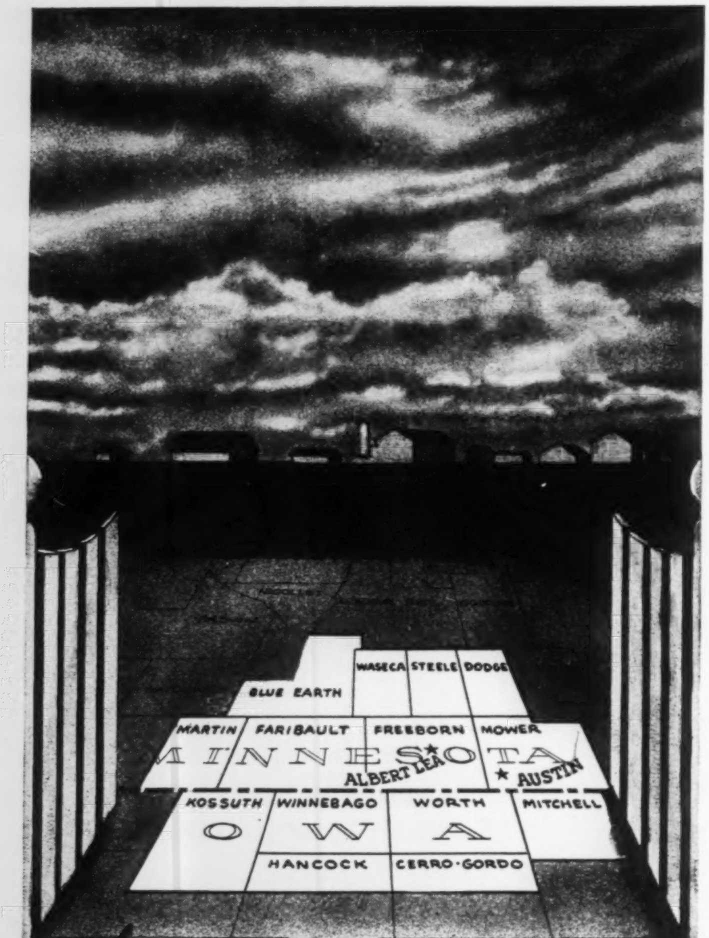
The Pacific Coast Market

★ Copies of the Pacific Coast Radio Handbook are available to all advertisers and advertising agency executives. Please address your requests to: Sydney Gaynor, General Sales Manager, Don Lee Broadcasting System, 5515 Melrose Avenue, Hollywood 38, California.

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.



The KATEway to Southern Minnesota's Millions!

Livestock feeding is big business—*$150,000,000 worth*—in the KATE primary coverage area. Yes, $150,000,000 *in cash* is what the Hormel, Decker and Wilson packing plants paid farmers hereabouts for livestock they fattened last year. One of the nation's prosperous packing centers, tops in dairying and poultry raising, it's a matter of agricultural record that this richest of farm territories has *never known a crop failure!* In this area, too, is the town of Albert Lea, home of the famous "Albert Lea Post War Plan." And the KATE-way is the only way to sell this market. We, or our national representatives, will be glad to tell you the whole KATE story. Ask us for it when making up your next radio schedule.

KATE STUDIOS IN ALBERT LEA *and* AUSTIN, MINNESOTA

MUTUAL ★ ABC ★ SOUTHERN MINNESOTA NETWORKS

REPRESENTED NATIONALLY BY JOHN E. PEARSON CO. - CHICAGO - NEW YORK

ALLIED ARTS

EDYTHE F. BULL, secretary of C. E. Hooper Inc. and manager of special surveys division, and **DOROTHY M. BEHRENS**, publisher of the network and Pacific network Hooper reports, have been elected directors of the company. Both have been with the Hooper organization since its inception.

ROBERT LIGHT, writer-director of American, Hollywood, has resigned effective Sept. 1 to establish his own radio talent agency at 8508 Sunset Blvd.

ROBERT SOUR, song editor of BMI, is father of a girl born Aug. 2.

HELEN CORNELIUS, assistant director of broadcast advertising, NAB, has been elected secretary of the National Federation of Advertising Clubs.

ZEPHA SAMOILOFF has joined Beaumont & Hohman, Los Angeles, to handle copy and publicity. **WILLIAM F. CLAFFEY**, formerly with McCarty Co., is new B & H Los Angeles account executive.

CROSLEY Corp., Cincinnati, has appointed E. A. Issa & Bros., Kingston, Jamaica, as distributor in that area. **ELWOOD R. BERKELEY** has been named divisional manager in charge of radios and major appliances of American Wholesalers, Crosley distributor in Washington, D. C.

Mr. Buck

GORDON BUCK has resigned as vice-president in charge of the radio division of Industrial Surveys Inc. to open his own organization, Audience Research Service, at 58 E. Washington Blvd., Chicago. Long the production chief of Industrial Surveys, Mr. Buck is known to market researchers through his adaptations of IBM punched cards to market research tabulation problems. He has been closely associated with the development of the radio listener diaries and plans to build a consulting service on this technique.

ROBERT HOFFMAN, former Army lieutenant, and **WILLIAM J. WILLARD Jr.**, for last six years with National City Bank, Columbia, S. A., have joined NBC radio recording division, New York, as salesman.

BETTIE HASS, formerly with Ralph C. Coxhead Corp., has joined Advertising Research Foundation, New York.

WRITERS WAR BOARD will continue operations even though OWI has decided to discontinue its liaison office for the board because of budget reductions. WWB will continue to combat racial and religious hatred, strengthening the world organization for peace as well as exposing fascists and fascistic doctrines in the U. S.

JULIA DORN, for 3½ years in production and writing department of Young & Rubicam, New York, has been appointed manager of United Artists radio department.

STEWART WARNER Corp., Chicago, has appointed William's Wholesale Distributors, Newark, O., as distributor of home radios in 23 central Ohio counties.

RICHARD H. ROFFMAN, associate editor of This Month magazine, and Howard Rushmore, member of the editorial staff of New York Journal-American, have accepted the honorary co-chairmanship of the public relations division of Laymen's National Committee for the commemoration of National Bible week this year. National Bible week is celebrated during the third week of October. Radio networks and stations plan at that time special programs on the meaning and value of the Bible.

NETWORK ACCOUNTS

New Business

INTERNATIONAL Silver Co., Meriden, Conn., Aug. 12 started Adventures of Ozzie and Harriet on 145 CBS stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

UNION OIL Co., Los Angeles (petroleum products), Aug. 27 starts for 52 weeks Nelson Pringle News on 10 CBS Pacific stations, Mon. thru Fri. 7:45-8 a.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

TIP TOP TAILORS, Toronto (chain), Oct. 7 starts Music For Canadians on 35 CBC Dominion network stations, Sun. 8:30-9 p.m. Agency: McConnell, Eastman & Co., Toronto.

Renewal Accounts

AMERICAN HOME PRODUCTS, New York, Sept. 17 for 52 weeks renews Helen Trent and Our Gal Sunday. 12:30-1 p.m. Mon. thru Fri. on 142 CBS stations. Agency: Dancer-Fitzgerald-Sample, Chicago.

LANGENDORF UNITED BAKERIES, San Francisco (chain), Aug. 7 renewed for 52 weeks Red Ryder on 10 Don Lee Pacific stations Tues.-Thurs.-Sat. 7:30-8 p.m. (PWT). Agency: Pacific Coast Adv, San Francisco.

BROWN SHOE Co., St. Louis (Buster Brown Shoes), Sept. 1 renews Smilin' Ed McConnell and His Buster Brown Gang on 52 NBC stations, Sat. 10:30-11 a.m. Agency: Leo Burnett Co., Chicago.

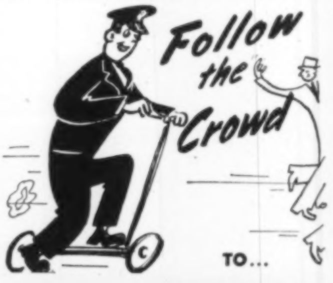
GILLETTE SAFETY RAZOR Co. of Canada, Montreal, Sept. 7 renews Championship Fights on 36 CBC Dominion network stations, Fri. 10 p.m. to end. Agency is Maxon Inc., N. Y.

ROBIN HOOD FLOUR MILLS, Toronto (cereals and flour), Aug 20 renews Claire Wallace on 25 CBC Trans-Canada stations, Mon.-Wed.-Fri. 1:45-2 p.m. Agency: Young & Rubicam, Toronto.

AMERICAN HOME PRODUCTS, New York (Freezone, Old English Scratch Remover), Diamond Tints and Dyes, Aerowax, Kolynos Toothpaste and Powder and Heet), Sept. 10 for 52 weeks renews Just Plain Bill, Mon. thru Fri. 4:30-4:45 p.m. and Front Page Farrell, Mon. thru Fri. 4:45-5 p.m. on 52 NBC stations. Agency: Dancer-Fitzgerald & Sample, Chicago.

MAPLE LEAF MILLING Co., Toronto (Red River cereal), Oct. 10 renews Maple Leaf Show on 28 Trans-Canada stations Wed. 8-8:30 p.m. Agency: Cockfield Brown & Co., Toronto.

FOR ALL RECORDING SERVICES



U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

WRITE-WIRE OR CALL FOR DETAILS

REL...

still in the lead!

As recently announced, REL is prepared to furnish to the FM stations now on the air, power converting devices applicable to transmitters of any manufacture, which will furnish one or three kilowatts output power at any frequency in the new band (88-108 megacycles).

THE REL CONVERTER

1. Enables the station to transmit simultaneously, in addition to its old frequency, the new frequency during the important interim period of operation.

2. Requires no additional monitoring of the audio program as one monitor controlling point takes care of both frequencies.

3. Furnishes you with a relatively inexpensive method of operation during the transition period.

4. Does not have to be discarded—it will become the future amplifier portion of the new transmitter. An Armstrong phase shift modulator can then be supplied by us, which, when added to the power amplifier section of the converter will constitute a complete new one or three KW transmitter.

Consult us immediately for prompt delivery of your order, pending lifting of present restriction.

REL

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
N. B. Neely Enterprises
7422 Melrose Ave.
Hollywood 46, Cal.

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

The Swing is to WHB in Kansas City

Meet WHB's Jetta Carleton

Who says: "If you can't be a Cover Girl—be a *back*-cover girl"

In three and a half years at WHB, Jetta has written copy for butchers, garages, grocery stores, maternity shops, theatres, and refineries...came in as a continuity writer, became continuity chief, the original "Mary Jane on Petticoat Lane", the Girl in Aisle 3, and finally, managing editor of SWING....

Jetta lists as one of her high points in radio an interview with Errol Flynn at the Darby Corporation where hers was (unofficially) "the face that launched a thousand tank-landing craft" ... or the time she ad libbed the same interview twice with Dick Powell because somebody sat down on the program they had just transcribed on a glass record.

She graduated a few times from the University of Missouri, headed a drama department in a Junior College for 2 years ... hangs notes to herself from a Phi Bete key ... she's a dancer, too; intends to be discovered by Agnes de Mille any minute now...and write a prize short story next Sunday morning ... used to win poetry prizes in college, and that's how she became a writer of copy for butchers, garages, grocery stores, maternity shops, theatres and refineries...

"SWING", which is published monthly, is a 68-page pocket-size magazine featuring articles by Mutual commentators..."Ports of Call" in New York, Chicago, Kansas City (where to go—what to see)... and occasional pictures. The 'picture section' this month is a photographic record of Pres. Truman's June visit to Independence and Kansas City. If you'd like a free copy of SWING just write Don Davis on your business letterhead—at the nearest address shown below.

Swing
Swing
Swing
APRIL 1945
25¢

For WHB Availabilities, 'Phone DON DAVIS
at any of these "SPOT SALES" offices:

KANSAS CITY	Scarritt Building	HArrison 1161
NEW YORK CITY	400 Madison Avenue	ELdorado 5-5040
CHICAGO	360 North Michigan	FRAnklin 8520
HOLLYWOOD	Hollywood Blvd. at Cosmo	HOllywood 8318
SAN FRANCISCO	5 Third Street	EXbrook 3558

WHB
KANSAS CITY
This is Mutual
1000 WATTS · 880 KC.

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

PROGRAMS

MODELED after G-I "Command Performance" feature, new program for civilians to be sponsored by Campbell Soup Co. starting Oct. 7 on CBS is titled "Request Performance". Listeners will request by mail personalities and what they are to do on the program, to originate under direction of Masquers Club of Hollywood. Show is set to start in Sunday period for 39 weeks.

WSB Symphonette

WSB SYMPHONETTE has been organized by the Atlanta station in conjunction with Emory U. and the Atlanta Journal and with Albert Coleman, WSB musical director, as conductor. The orchestra of 35 members presents a Sunday 5-6 p.m. concert of moderns and classics, half-hour portion of which is broadcast, from university auditorium. Admission is by card.

Sports for Youth

WINS New York on Aug. 11 started a quarter-hour weekly juvenile sports program titled "Sports Clubs of the Air". Conducted by Gene Schoor, former college athlete and recreation director of the Police Athletic League in New York, program features a "good sport of the week" chosen from among New York boys and girls. Name personalities are weekly guests.

RCA News in Brazil

RCA International division is sponsoring on Radio Nacional do Brazil a series of recorded interviews with Brazilian enlisted men and officers serving in Italy. Interviews were handled by Henry Bagley, AP correspondent in Italy, with records flown to Rio de Janeiro for broadcast on the RCA-sponsored AP news program.

Combat Absenteeism

PORTSMOUTH WORKS of Wheeling Steel Corp., Portsmouth, O., is using a thrice-weekly quarter-hour program on WPAY Portsmouth, titled "Bomb Builders", designed to combat absenteeism. Program is being studied by manufacturers over the nation as well as Army officials. Transcibed delayed interviews with employes are featured.

Western Romance

ROMANCE of the Old West is related on new KGKO Fort Worth originated series by Boyce House, traveller and lecturer. Titled "I Give You Texas and the Great Southwest", Sunday afternoon program is sponsored by Justin Boot Co., Fort Worth, on KGKO and Lone Star Chain.

Current Affairs

NEW CURRENT affairs program "Midweek Review" is now being broadcast over CBC Trans-Canada network on Wednesday evening and includes commentators on international affairs, Canadian affairs and correspondent speaking from CBC Overseas Unit in Great Britain.

Home for Orphans

TO FIND homes for orphans, WCFL Chicago has started "I Want A Home". Thirteen programs are in series, produced by Andover Assoc. Story last week incorrectly stated WJJD Chicago was airing program.

From News Desk

NEW series, "The Editor's Desk", featuring Alexander Gabriel, morning news editor of Transradio Press Service, starts Aug. 13, Monday through Saturday 7:15-7:30 a.m. on WEVD New York.

WWDC Radio Rally

BASEBALL rally to help boost Washington Senators in race for league pennant has been started by WWDC Washington in Sunday 9-10 p.m. period for remainder of month.

AAF Show

PROGRAM highlighting the AAF has started on WMCA New York, Monday 9:30-45 p.m. Titled "AAF in Action", show features human interest stories and news of the week as well as recorded interviews with fighter pilots and bomber crewmen. Program is presented by First Air Force at Mitchell Field in cooperation with WMCA war services division.

WHBQ Service

MEMPHIS servicemen and women scheduled to land in New York are now announced by WHBQ Memphis on daily "Spotlight on Rhythm" program. Names are sent by direct wire facilities.

OVERLOOKING the 75 different AAF planes on display at Wright Field on Air Force Day, Lester Spencer, special events director of WHIO Dayton, broadcasts from navigator's dome of the B-19, largest landplane built to date.

Theater Quiz

THEATER quiz program started by KDYL Salt Lake City in Friday evening spot is titled "Cash College". Sponsored by Hudson Bay Fur Co., Salt Lake City, program awards silver dollars and theater tickets to audience participants.

Comedy-Quiz

COMEDY-QUIZ half-hour program has been started Saturday on WWL New Orleans by Jackson Brewing Co. Titled "Whaddya Know", series includes audience participation.

Secret Missions

BBC is offering broadcasters a series of 12 programs, "They Lived To Tell The Tale", which dramatically depicts adventures of men and women who went on secret missions during European war.

$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

American Broadcasting Company

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

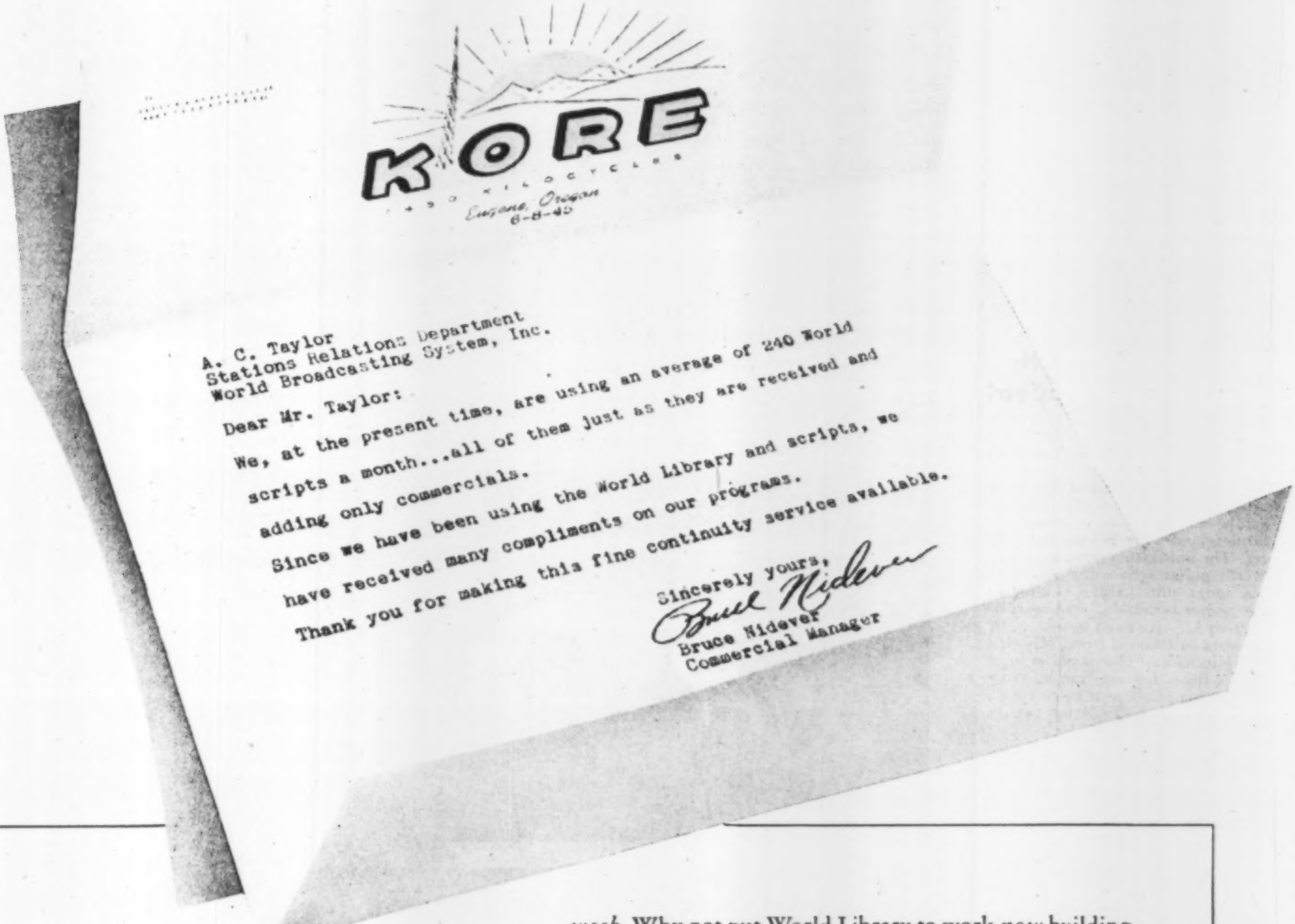
Write Today for Further Information

WRRF
1000 WATTS
Washington, North Carolina

FORJOE & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

A WORLD SUBSCRIBER SAYS:

"Thank you for making this fine continuity service available"



KORE

1450 KILOCYCLES

Eugene, Oregon
6-8-45

A. C. Taylor
Stations Relations Department
World Broadcasting System, Inc.

Dear Mr. Taylor:

We, at the present time, are using an average of 240 World scripts a month...all of them just as they are received and adding only commercials.

Since we have been using the World Library and scripts, we have received many compliments on our programs.

Thank you for making this fine continuity service available.

Sincerely yours,
Bruce Nidever
Bruce Nidever
Commercial Manager

Join the family of 335 leading radio stations which enjoy the unusual advantages of World Library Service.

World gives you *big name talent*—brilliantly recorded on World's famous Vertical-Cut, Wide-Range transcriptions.

World gives you *variety*—a large basic Library, with semi-monthly releases of new selections — 50 or more units per month. World gives you *smart programming* —84 skillfully written, smoothly-styled continuities *every week*. Why not put World Library to work *now* building better programs for your station? Send today for complete presentation and price. World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD LIBRARY

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK
CHICAGO

WBS

HOLLYWOOD
WASHINGTON

Builds better programs

"Early Birds"
CAN SELL FOR YOU!

rural rhythm with an all-round appeal

That's Merl and Ralph, "The Early Birds" who entertain WTAD and KGLO listeners from 6:15 to 6:45 each week day morning.
Yes, it's early, but you've got to get up early to put your sales message across to these crop producing farmers and busy industrial workers. The unbeatable combination of Merl's guitar strumming and cowboy songs, plus Ralph's tickling of the ivories is drawing mail regularly from 317 cities and towns . . . 97 counties in Illinois, Iowa, Missouri and Minnesota. Thousands of loyal "Early Bird" listeners can be YOUR CUSTOMERS. Call your nearest Katz office or write WTAD for details.

Use WTAD and KGLO

Mason City, Iowa

A Natural Combination

WTAD

QUINCY Illinois

930 K.C. 1,000 Watts

CBS Affiliate

The Katz Agency, Rep.

A Lee STATION

PROMOTION

Promotion Personnel

LAMBERT B. BEEUWKES, former promotion director of WXYZ Detroit and previously in that position at KYW Philadelphia, on Aug. 14 joins Mutual promotion department in New York as presentation writer.

HOWARD A. DONAHOE, program director of WCOL Columbus, O., also has taken over duties of head of promotion, publicity and merchandising department of the station. **AL ALBINGER**, production director and chief announcer, will assume some duties of program department.

JAMES E. CARSON, formerly with the public relations department of Consolidated-Vultee, San Diego, Cal., has been named network service manager of CBS Cadena de Las Americas, succeeding **FRANK KIZIS**.

JOHN FORBES, member of the American publicity staff, July 30 married Sgt. Marguerite P. Grinnell, USMC

JILL GIRRARD, promotion manager and director of War Bond promotions for WBOW Terre Haute, Ind., has enlisted in the Waves. Her WBOW successor is **ALINE ARNOLD**, formerly with WAOV Vincennes and WISH Indianapolis.

JUDITH WALLER, NBC central division public service director, last week visited Interlochen, Mich., National Music Camp, of which she is trustee.

WENDELL NEELY, former head of his own Long Beach, Cal., agency, has been appointed sales promotion manager of KGER Long Beach.

RICHARD EISIMINGER, former managing editor of Bakersfield Californian and for three years in public relations department of U. S. Marine Corps recruiting office, has joined NBC Hollywood press division as news editor. He replaces **GEORGE TURNER** who resigned to freelance.

LESLIE RADDATZ, assistant manager of NBC Hollywood press department, is father of a girl born Aug. 2.

Teen-Time Party

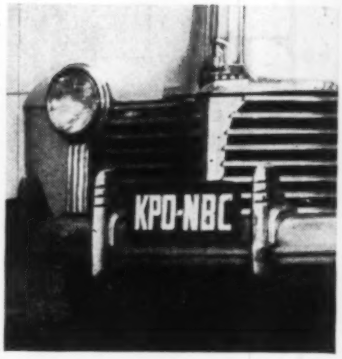
MORE than 10,000 youths will be guests Aug. 18 at free party at Palisades Amusement Park, Palisades, N. J., given by Teen-Timers Inc. and Princess Jr., New York. Companies are sponsors of "Teen-timers Canteen" which starts Aug. 25 on NBC and party will introduce program principals to their future listeners. Tickets of admission will be available at Teen-Time departments of New York and New Jersey department stores.

Customer Ballot

TEXTRON Inc., New York, sponsor of Helen Hayes on CBS starting Sept. 8, is making plans with department stores to poll customers with charge accounts by postcard ballot requesting votes on favorite plays for Miss Hayes to dramatize. Stores cooperating in ballot will be entitled to 20-second cut-in announcements on the various CBS stations carrying the programs. Mention of Textron will take place at beginning and end of half-hour. J. Walter Thompson Co., New York, is agency.

WE Export Booklet

FOUR-COLOR booklet "At Your Service" describes organization of Western Electric Export Corp. and its services to the motion picture industry abroad. Main portion of book indicates experience of Western Electric and Bell Telephone Labs. in design and manufacture of electronic and communications equipment. Edition also will appear in Spanish, French and Portuguese.



WITH California one of states using single license tag to conserve metal, KPO San Francisco is finding promotion opportunity in space for duplicate tag. Plate is regulation size and made of lacquered beaverboard.

Store Video

RCA VICTOR home instrument division is presenting an illustrated brochure which describes the role of television as an advertising and merchandising medium for department stores. The RCA booklet, which is being sent to store executives, cites four department store uses for television, including store operation of a commercial television station to increase firm's prestige.

WKY Retrospect

LARGE illustrated folder issued by WKY Oklahoma City presents service rendered by station during past year to local farmers. Theme is manner in which station fulfilled pledge of service in 1944. Photos of prominent agriculturists heard over WKY during year are included.

Preview Plugs

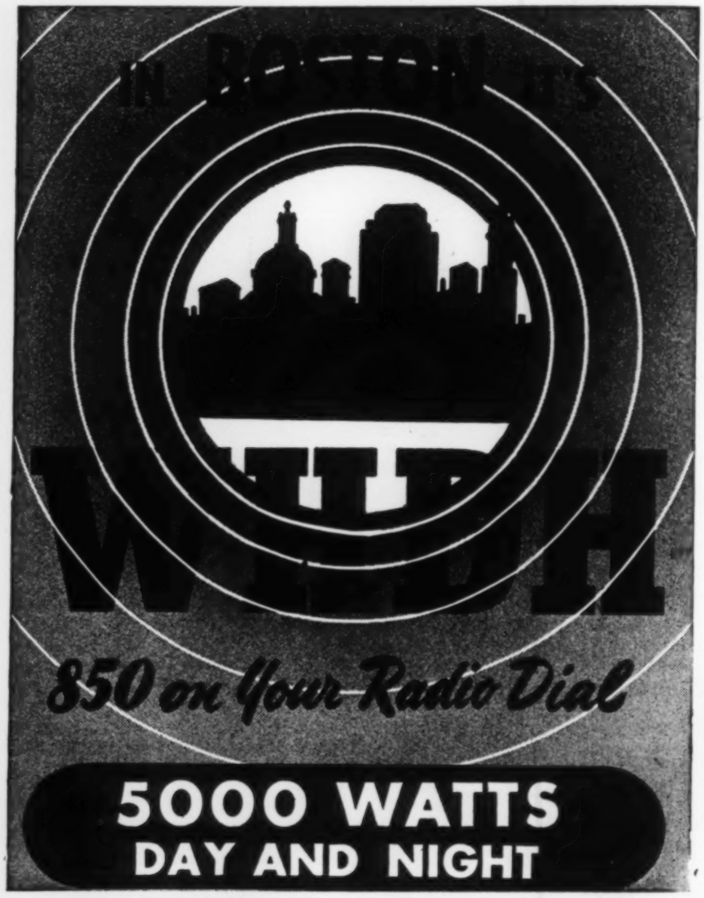
USUAL newspaper and announcement preview promotion for Wildroot Co. three-weekly "Slim Byrant Show" on WGL Fort Wayne, Ind., was supplemented by personal survey contact of druggists in area. Letters also were used as follow-up.

Shoe Polish

BOX of shoe polish is promotion item used by WEAF New York to boost Ed Herlihy Sunday newscast sponsored on station by Esquire Shoe Polish, New York. Box is attached to card which states "Sample my wares".

WMBD Folder

ASKING "Whose slogan is this?", folder has been issued by WMBD Peoria, Ill., quoting P. A. Bergner & Co., WMBD sponsor for 13 years. Radio success story of firm is presented plus reprint of trade paper ad.

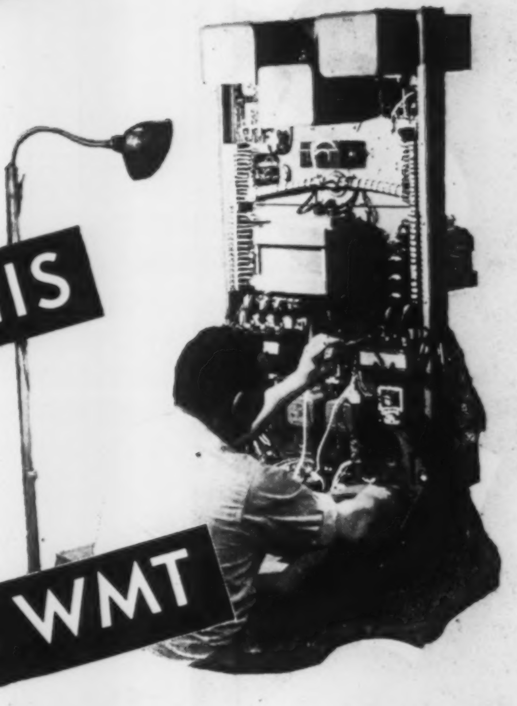


NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

"WFDF Flint wasn't kidding."

This is IOWA

.and so is THIS



...and you get BOTH on WMT

Once upon a time Iowa was known by the crops it raised. Today, it ranks **16th** among the country's manufacturing states. A remarkable balance between agriculture and industry that provides a stable, balanced market with a **spendable, dependable** income. This is the audience you reach through WMT, covering the largest daytime primary area in the state inside its 2.5 mv. line (1,131,780 * diversified people). WMT is **the only** station in the Cedar Rapids area that brings these people those good, good CBS programs . . . at Iowa's **best** frequency—600 KC with 5000 watts! Let WMT head your list and you'll lead in the right direction.

**(Way back in 1940)*

WATERLOO
DUBUQUE
MASON CITY
CEDAR RAPIDS
CLINTON
DAVENPORT
CHICAGO
SIOUX CITY
ROCK ISLAND
IOWA
DES MOINES
BURLINGTON
ILL.
OTTUMWA
NEB.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

Represented by
KATZ AGENCY

XUM

WGR

BUFFALO
BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

SPONSORS

DR. L. D. LeGEAR MEDICINE Co., St. Louis (poultry and livestock remedies), thru Simonds & Simonds, Chicago, has signed with Radiozark Enterprises, Springfield, Mo., for series of five-minute programs featuring the Haden Family, talent group of KWTO Springfield. Discs are to be placed during 1945-46 season on 190 stations.

STAZE Inc., New York (cream paste adhesive for dental plates), has appointed Raymond Spector Co., New York, to handle advertising. Appropriation of over $300,000 includes radio. Radio campaign will include a network program and spots.

NEMEROV-KAYE Inc., New York, (wholesale furs), has appointed Madison Adv. Co., New York, to handle advertising campaign. Account expects to sponsor a program starting Sept. 15 in metropolitan areas.

NATIONAL HEALTHAIDS Inc., New York (Sul-Ray colliodal sulphur products), has appropriated $250,000 for an advertising campaign to include radio during next year. Radio plans are to be set next week. Hal A. Salzman Assoc., New York, is agency.

WESTERN WAX PAPER Co., division of Crown Zellerbach Corp., San Francisco, has appointed Brisacher, Van Norden & Staff, Los Angeles, as agency for new product, Mullinix sliced bacon and sausage wrapper. Radio is considered.

SUSAN'S, Hollywood (baby portrait photographers), Aug. 6 started daily 25-minute children's program "Uncle Harry & His Little Engine" on KPAS Pasadena. Contract is for 13 weeks. Firm also uses heavy daily spot schedule on 12 Los Angeles area stations and will expand to other territory. List includes KFAC KFOX KFVD KFWB KGER KGFJ KIEV KMPC KPAS KRKD KWKW KECA. Agency is Smith, Bull & McCreery Adv., Hollywood.

B. HARRIS Co., Los Angeles, adding to present schedule and to promote Toujenais' Congo and Bracelet perfume, on Aug. 27 starts for 52 weeks "Constance Bennett Fireside Chat" on two California American stations (KECA KGO), Mon. thru Fri. 12:15-12:30 p.m. (PWT). For Derma Regis Hair Tonic, concern on Aug. 27 starts daily 15-minute transcribed version of "Charlie Chan" on KFMB KGO KECA. Contracts are for 52 weeks. Agency is Coast Western Adv. Los Angeles.

NEW WMAQ Chicago business includes seven-weekly station-breaks signed for 52 weeks thru BBDO by General Electric Co. to promote Mazda lamps and other G-E products and three-weekly breaks for 52 weeks for Readers' Digest Assn., thru same agency.

SYDNEY S. LOVITT Adv., Chicago, has acquired three new accounts which are considering radio: Best Brewing Co. (Embassy Club Beer), N. B. Spurgeon Co. (waterproof paints), and Carsello Chemical Products (polishing wax), all Chicago.

EFFECTIVE August 27 all radio time for American Home Products, New York, will be purchased by New York instead of Chicago office of Dancer-Fitzgerald-Sample.

PACIFIC MACARONI Co., Los Angeles (Gold Stem macaroni), has appointed Glasser-Gailey & Co., Los Angeles, to handle advertising. Radio is considered.

SPRING HILL NURSERIES Co., Tipp City, O., has bought 7:45-8 a.m. (CWT) period on WLS Chicago for four weeks effective Sept. 4. Agency is Leo Boulette Co., Three Rivers, Mich.

KILPATRICK'S BAKERY, San Francisco (bread), has started five-weekly quarter-hour "It's Glen Again" on KPO San Francisco. Agency is Emil Rheinhardt, Oakland.

MOTHER PARKER'S TEA Co., Toronto, in Sept. starts "Musical Mysteries" on CHML Hamilton and CFRB Toronto, Sat. 8-8:30 p.m. Agency is A. J. Denne & Co., Toronto.

NEW SPONSORS for "Easy Aces", transcribed quarter-hour series produced by Frederic W. Ziv Co., Cincinnati, for local and regional presentation, includes: Forest Lawn Insurance Co., Los Angeles, thru Dan B. Miner Co., five-weekly for 26 weeks on KECA KGB KGO; Pitt Pub. Co., Pittsburgh, five-weekly for 52 weeks on WCAE Pittsburgh; Royal Baking Co., Salt Lake City, thru Gillham Adv., five-weekly on KSL Salt Lake; Weather Seal Inc., Barberton, O., three-weekly for 52 weeks on WAKR Akron; Wm. F. Gable Co., five-weekly for 26 weeks on WFBG Al-

"YOU RATE WITH ME LIKE WDAY WITH WIMMER'S!"

Jewelers aren't in the habit of buying brass for gold! So when we tell you that the Wimmer Jewelry Co., Fargo, has broadcast to the Red River Valley over WDAY seven times a week, every week for *nineteen years*, you might conclude that we add up quite satisfactory with that organization. You wouldn't be wrong—about Wimmer's, or about the seventeen other year-'round local advertisers who have been on WDAY, *steadily*, from 10 to 23 years!

When local advertisers who know all the facts approve so markedly of a station, what better recommendation could you ask?

WDAY, INC.
N. B. C.
FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

In the UTAH market
The Station That
DOES
Things
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
JOHN BLAIR & CO. National [illegible]

SCRIPT on MBS "The Amazing Nero Wolfe" is observed by Andrew Jergens (r), president of Andrew Jergens Co., Cincinnati, sponsor of series, with comment offered by (l to r) S. James Andrews, producer for Lennen & Mitchell, agency servicing account; Charles Victor, who portrays Nero Wolfe's assistant, and Francis X. Bushman, who portrays role of Nero Wolfe.

toona, Pa.; Isaly Dairy Co., five-weekly for 52 weeks on WCOL Columbus and WKBN Youngstown, O.; Colonial Furniture Co., Indianapolis, thru Binger Adv., five-weekly for 52 weeks on WFBM Indianapolis; Petersen Harned Von Maur, Davenport, Ia., thru Edward I. Frankle & Assoc., five-weekly for 52 weeks on KRNT Des Moines; Labiche Inc., New Orleans, thru Mel Washburn Radio Agency, five-weekly for 52 weeks on WWL New Orleans; Katz Drugs, Kansas City, five-weekly for 52 weeks on WDAF Kansas City; Breedings Economy Drug Stores, Miami, three-weekly for 52 weeks on WIOD Miami; Washburn Wilson Seed Co., Moscow, Ida., thru H. B. LeQuatte Agency, New York, five-weekly for 52 weeks on KJR Seattle; David G. Evans Coffee Co., St. Louis, thru Ruthrauff & Ryan, St. Louis, five-weekly for 52 weeks on KLCN KBTM WEOA WAOV WKRO WDWS WSOY WEBQ WJPF WTAD WCBS WDZ KFVS KFRU KHMO KWOS KWOC KDRO KSD WPAD. Newly signed for the Ziv "Boston Blackie" half-hour transcribed series are: Duquesne Brewing Co., thru Walker & Downing, one-weekly for 52 weeks on KQV Pittsburgh; Hudepohl Brewing Co., Cincinnati, one-weekly for 52 weeks on WKRC Cincinnati; D. H. Homes Co., New Orleans, one-weekly for 52 weeks on WDSU New Orleans; Falls City Brewing Co., thru Anfenger Adv., St. Louis, one-weekly for 52 weeks on WAVE Louisville; Kohlers Dry Cleaning Co., Youngstown, O., one-weekly for 52 weeks starting Sept. 30 on WKBN Youngstown; American Republic Insurance Co., thru Gerald Le Feber & Assoc., one-weekly for 13 weeks on KARK Little Rock, Ark.; Wm. F. Gable Co., 26 weeks on WFBG Altoona, Pa.; Jax Brewing Co., 52 weeks on WJHP Jacksonville, Fla.; Duncan Coffee Co., thru Steele Adv., Houston, 26 weeks on KXYZ KGKO KABC; Hanna Coal Co., Cleveland, thru John C. Dowd Agency, Boston, 26 weeks on WNAX WNAC WEAN WICC WAAB WTHT WLLH WFEA WOKO WAGE WGR WKBO WCAO WGAL WIP.

GOODYEAR TIRE & RUBBER Co., New Toronto, Ont. (tire conservation), has started six weekly spots on a number of Canadian stations. Account placed thru J. J. Gibbons Ltd., Toronto.

GOODERHAM & WORTS, Toronto (Hot Shot antifreezee), on Oct. 15 starts thrice daily, five-weekly transcribed spots on a number of Canadian stations. Agency is Canadian Adv., Montreal.

DeKALB AGRICULTURAL Assn., DeKalb, Ill. (Hybrid seed corn), Sept. 17 starts five-weekly five-minute programs on CHML Hamilton, Ont. Agency is Western Adv., Racine, Wis.

NATIONAL CELLULOSE of Canada, Hamilton, Ont. (Facelle tissue), on Sept. 23 starts Sunday afternoon Toronto Conservatory of Music programs on number of Ontario stations. Agency is Ferris Adv. Service, Hamilton.

SUTTON SALES Inc., New York (men's toiletries), has appointed Madison Adv. Co., New York, to handle advertising campaign. Radio plans will be considered.

STUDIO GIRL SHAMPOO Mfrs., Los Angeles, Aug. 13 starts thrice-weekly five-minute transcribed "Life In Hollywood" on WLW Cincinnati. Contract is for 52 weeks. Concern also uses a spot announcement schedule on Los Angeles area stations KMTR KFVD KIEV KGFJ and is increasing list in that territory. Other markets are being considered. Agency is Robert F. Dennis Inc., Los Angeles.

JOSEPH DIXON CRUCIBLE Co., Jersey City, N. J. (pencils), on Oct. 1 starts sponsoring thrice-weekly, quarter-hour participation in "Rise & Shine" on KHJ Hollywood. Contract is for 13 weeks. Agency is Federal Adv., New York.

GENERAL ELECTRIC Co., Schenectady, N. Y. (Mazda Lamps), on Aug. 13 starts five station-break announcements weekly on KFI Los Angeles with similar schedule on KNX Hollywood. Contracts are for 52 weeks, thru BBDO, New York.

NATIONAL SCHOOLS, Los Angeles (technical school), adding to schedule on local stations, Aug. 1 started 18 spots weekly on KFAC Los Angeles. Agency is Adolph Wenland Adv., Los Angeles.

KING JEWELRY Co., Los Angeles (retail), Aug. 16 starts weekly half-hour mystery program "Sealed Book" on KHJ Hollywood. Contract is for 13 weeks. Agency is Carl Kulberg Adv., Los Angeles.

SANTE FE RAILWAY, Chicago (help wanted), Aug. 13 starts for 13 weeks daily participation in combined "Sunrise Salute" and "Housewives Protec-

(*Continued on page 60*)

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

CBS Morning News
9 to 9:15 a.m.
Monday thru Saturday

Network program available for local sponsorship in Hartford. Write Wm. Malo, WDRC, Hartford 4, Conn., for descriptive folder.

CBS

GOODWILL IS PERISHABLE...

HANDLE WITH CARE!

Now is no time to neglect your customers, or to take them for granted. The more the war has disrupted the regular flow of your product's distribution, the more important is your advertising NOW. Goodwill is perishable, so keep in touch with your rich Dayton and Miami Valley market through WHIO.

WHIO has more listeners for your sales message than any other local station.

NEWS: UP, INS, PA, Plus CBS' Best

WHIO

BASIC C B S
5000 WATTS

1290 ON THE DIAL

G. P. Hollingbery Co., Representatives
Harry E. Cummings, Southeastern Representative

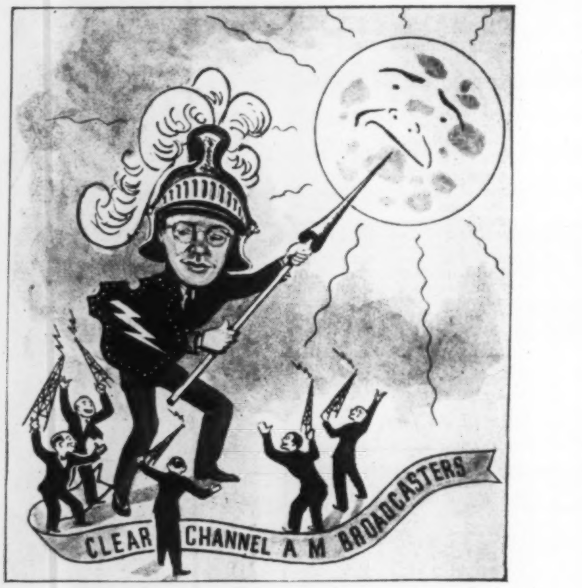
COLUMBIA NETWORK

WKBW
1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION
DAY and NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC.


CLEAR CHANNEL A M BROADCASTERS

This month — read

WHAT'S BEHIND THE AM VS. FM FIGHT?

In one of the most interesting and informative articles ever written on the subject of radio broadcasting, Milton B. Sleeper, editor of *FM* AND TELEVISION Magazine, explains the terrific battle being waged behind the scenes by AM broadcast interests against FM.

Whether or not you agree with the author's conclusions as to the outcome, you will agree that this article merits the careful consideration by every broadcast executive and engineer, for it presents the opinions of an authority whose views are respected by broadcasters and manufacturers alike.

Read "What's Behind the AM vs FM Fight?" in the August issue of *FM* AND TELEVISION Magazine.

Now in its 5th year of publication, FM AND TELEVISION Magazine covers both the engineering and the business aspects of these two fields. Its contributors, the leading engineers and executives of the industry, are the men who are setting the pattern of postwar radio progress. If you are not a subscriber, take advantage of the special offer below.

FM AND TELEVISION

"THE COMPLETE AND AUTHORITATIVE SOURCE OF INFORMATION ON FREQUENCY MODULATION & TELEVISION"

SPECIAL OFFER TO RADIO EXECUTIVES
$1.00
FOR THE NEXT SIX ISSUES

FM and TELEVISION
511 Fifth Ave., New York 17, N. Y.
☐ $3.00 enclosed for 1 year subscription (12 issues)
☐ $1.00 enclosed for 6 months subscription.
Name...
Address...
....
Official Position...

The Milky Way

COMMERCIALS become productions on the *County Fair Show*, sponsored by the Borden Co. on American, Tuesday 7:30-8 p.m. To put over the sales messages for Hemo, six persons are employed: Elsie, the Borden Cow; Beulah, Elsie's daughter; a trombonist impersonating Elmer, Elsie's husband; a drummer and a pianist, and Larry Keating to read the commercial.

SPONSORS

(*Continued from page 59*)

tive League" programs on KNX Hollywood. Agency is Leo Burnett Co., Chicago.

PASCOES Ltd., Toronto (chain clothiers), has started six spots weekly on CKEY Toronto to promote civilian clothing for veterans. Account placed by Frontenac Broadcasting Agency, Toronto.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Supersuds), Curtis Pub. Co., Philadelphia (Sateveport), RKO Pictures, New York, are participating sponsors of new program starring Jack Arthur as singing m.c. on WEAF New York, Monday thru Saturday, 8:15-8:30 a.m.

PARA-TI CORP., New York (Tuya toilet water, powder), has appointed Moselle & Eisen Adv., New York, to handle advertising. Radio is considered for late fall.

BANANNA-RETTS Corp., New York, has appointed Walter W. Wiley Adv., New York to handle advertising. Radio is considered.

NEBLETT RADIO PRODUCTIONS, Chicago, has sold its "So the Story Goes" series to Kilpatrick's Bakeries, San Francisco, for presentation Mon. thru Sat. effective Sept. 3 for 52 weeks on KQW San Jose. Contract placed direct. Popular Furniture Co., Wichita Falls, Tex., has taken one year option on program effective July 31 over KWFT Wichita Falls. Vonnegut Hardware Co., Indianapolis, has signed for "Louise Massey and the Westerners" over WFBM Indianapolis, three-weekly, effective Sept. 19. Contract placed direct.

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS

WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

WPTZ TO TELEVISE U. OF PENN. GAMES

PHILCO Corp.'s television station, WPTZ Philadelphia, plans to use live programs in the fall, leading off with telecasts of the home games of the U. of Pennsylvania. Games will be sponsored by Atlantic Refining Co.

"We are throwing the doors open to agencies," said Paul Knight, Philco station manager. "We were on the air for 20 to 25 hours before the war and we plan to resume regular telecasting this fall."

Philco will relay football game telecasts to WNBT New York, NBC outlet, Mr. Knight said, if the necessary equipment can be obtained. WPTZ equipment will gradually be replaced, he said. The station expects a fall personnel increase of from 15 to 20 persons, he explained. WPTZ is currently relaying film programs from 8 to 10 p.m. on Wednesdays and Fridays through facilities of WNBT, Mr. Knight said.

Free Time for Railroad Recruiting Is Refused

REFUSING request of Los Angeles Citizen's Manpower Comittee for gratis spot announcements in campaign to recruit railroad workers, local independent station managers headed by Calvin J. Smith of KFAC were almost unanimous in their refusal following meeting of program managers with LACMC. With stations called upon to do their "patriotic duty", Mr. Smith in reply pointed out that railroad companies spend considerable money in newspapers for help wanted advertising and therefore a similar appropriation should be alloted to radio.

Stations did agree to use publicity hand-outs with news value, but refused straight commercial announcements on free basis. Consensus, following meeting, was that LACMC request indicated attempt to take advantage of broadcast medium. Despite turndown, spot announcements will be made available to stations through OWI packet channels.

» IN PHILADELPHIA
WIBG
Leads in **SPORTS**
10,000 WATTS
Leads in **MUSIC**
FULL TIME!
Leads in **NEWS**
Philadelphia's Most Powerful Independent

Postwar Broadcasting Features 11th Western Canadian Meet

By JAMES MONTAGNES

MORE PUBLIC service broadcasting and use of technically trained war veterans for experimental operations by independent broadcasters in FM and television, featured keynote addresses at the 11th annual meeting of the Western Association of Broadcasters at the Palliser Hotel, Calgary, Alta., Aug. 6-7. Technical problems of Canadian broadcasting dealing with the postwar period and including new technical requirements of the government as well as revision of the Havana Treaty occupied much of the discussion at this session.

Registration Small

Under the ban on conventions of more than 50 traveling delegates, registrations at the meeting were less than usual, but every western Canadian station was represented. A number of guests from the U. S. and eastern Canada in the industry attended this oldest of Canadian regional broadcasting conventions.

After reviewing the year and announcing that the WAB now has a membership of 29 stations from Vancouver to west of the Great Lakes (only four stations in that area are not members because they are owned or operated by the government's Canadian Broadcasting Corp.), President Dick Rice pointed out how broadcasters could help in the re-establishment of technically trained war veterans. Private station operators, he felt, should be given every opportunity to carry out experimental work on both FM and television. Returned men with radar experience could be trained in television and broadcasters ought to set aside money for this purpose, and so train FM and television personnel for tomorrow.

Technical Problems

Technical problems facing broadcasters were discussed in detail by Henry Dawson, recently appointed engineer of the Canadian Association of Broadcasters. He told broadcasters of the new technical specifications being drawn up by the Department of Transport, Ottawa, on broadcasting stations. Equipment bought prior to March 1948 would not be allowed to be sold as regulation equipment after that date under the new specifications. This also includes standby equipment. The department also wants to set up specifications for transmitter operators, and Dawson recommended that three classes of such certificates be issued to cover small, medium power up to 1 kw stations and stations over that power. He also touched on studio-transmitter FM links, satellite transmitters and unattended transmitters to overcome specific problems of coverage in certain areas. He advised broadcasters to start work on both FM and television, to apply for licenses for both these fields, and not to drop their AM licenses.

Closer co-operation with the British Broadcasting Corp. was keynote in the first address to Canadian broadcasters by Michael Barkway, recently appointed Canadian representative of the BBC, with headquarters at Toronto. He emphasized that the BBC and the CBC had no interlocking relations, that the BBC had no interest in Canadian broadcasting problems. But he pointed out that following the work of private Canadian broadcasters in supplying special programs to the BBC for Canadian troop broadcasts, there should be continued special broadcast presentations after the war.

Continuing closer relations with the CBC was stressed by Jack Radford, CBC station relations supervisor, who reviewed how independent broadcasters had in recent years found they could solve their problems with the CBC at roundtable sessions to their mutual advantage and to the benefit of the listener.

Quote Truman Letter

President Truman's letter on public service broadcasting recently published in BROADCASTING was quoted at length by Glen Bannerman, CAB president in his discussion with western Canadian broadcasters on doing more public service broadcasting for the benefit of the listener and to have the listener know that an independent station is doing such broadcasting. He felt that Canadian broadcasters must soon come to an agreement among themselves on postwar policies on improving their broadcasting and on closer co-operation with the CBC, else legislation might place private broadcasters in a worse position than at present. "By co-operative effort and in spite of the present handicap of all networks being CBC," he stated "the private stations can provide programs of public service and entertainment which can outshine anything as yet originated in Canada by the networks. . . . Better programming, better public understanding, and freedom to grow and develop with the changing art are vital to the industry."

A study of program trends was recommended, with British Columbia stations picked to run a pilot program session. and if successful the same procedure will be operated in all provinces, so that public opinion trends in programming can be anticipated.

To sell broadcasting as a medium to advertisers not now using radio or using it sparsely, a recommendation is to be made by the WAB that the Canadian Association of Broadcasters hire a sales manager to do the job for the industry.

OFFICERS of the Western Association of Broadcasters for 1945-46, at Calgary: (l to r) A. M. Cairns, CFAC Calgary; G. R. A. Rice, CFRN Edmonton, F. H. Elphicke, CKWX Vancouver; Lloyd Moffat, CKBI Prince Albert, Sask. Mr. Rice, who presented review of the year, will be president for the fourth time. The others are directors.

AMERICAN representatives at the WAB convention (l to r) are: Pete McGurk, Weed Co., Chicago; Adam Young, New York; Bill Clark, Howard Wilson Co. New York. Two day meeting was at Calgary, Alta.

G. R. A. Rice, CFRN Edmonton, was re-elected president for a fourth term, with F. H. Elphicke, CKWX Vancouver; A. M. Cairns, CFAC Calgary; and Lloyd Moffat, CKBI Prince Albert, as directors.

The WAB set definite dates for their annual meetings, to be held on the first Monday and Tuesday of August each year, unless emergency interferes.

Following a report by Horace Stovin, Toronto, on the co-operative Radio Bureau which has recently been set up by independent broadcasters at Ottawa, to give recorded feature service on government developments, the WAB decided to back the bureau with full membership. The Radio Bureau is operated on a non-profit basis, at a flat fee for each broadcasting station according to power and coverage, plus charge per recording.

Horace Stovin also reported on the work of the Bureau of Broadcast Measurement, of which he is a member of the board of directors.

Delayed network broadcasts for western Canadian network stations loom possible following a talk given by W. Murdoch, president of the Canadian Federation of Musicians, who traced the history of the union's development. He pointed out that if Canadian stations would put aside 5% of their gross for local musical talent and development of new talent, delayed broadcasts would likely be allowed by the union to western Canadian stations.

Mrs. John G. Edison of the Wartime Information Board, Ottawa, discussed women's program features which the WIB provides.

Stations were advised to solve their own rate classifications locally in cases where national advertisers were trying to obtain programs on local or regional rates.

Registrations included: Atkinson, D. K., Northern Electric, Montreal; Arundel, B. A. and Mrs., CKMO, Vancouver; Aylen, Eric, CJAT, Trail, B. C.; Baldwin, John E., All-Canada Radio Facilities, Vancouver; Barkway, Micheal, British Broadcasting Corp., Toronto; Bannerman, Glen, Canadian Association of Broadcasters, Toronto; Brown, Jim, CKOV, Kelowna, B. C.; Backhouse, Wm., CKY, Winnipeg; Berry, Cecil, CFGP, Grande Prairie, Alta.; Botterill, N. A., CJOC, Lethbridge, Alta.; Buchanan, Carson, CHAB, Moose Jaw; Carter, Gordon L., CFCN, Calgary; Chandler, George, CJOR, Vancouver; Clark, W., Howard Wilson & Co., New York; Clark, Howard, CJRL, Kenora, Ont.; Crittenden, Hal, CKCK, Regina; Chestnut, M. V., CJVI, Victoria; Cairns, A. M., CFAC, Calgary; Chisholm, Ken, RCA Victor, Montreal; Dilworth, Ira, Canadian Broadcasting Corp., Vancouver; Dawson, Henry, Canadian Association of Broadcasters, Toronto; Dippy, Wilf, Radio Representatives Ltd., Montreal; Edison, Mrs. John G., Wartime Information Board, Ottawa; Elphicke, F. H., CKWX, Vancouver; Edwards, Chas., Press News, Toronto; Elliott, M. N., Canadian Marconi, Montreal; Freeman, Pat, CFAC, Calgary; Ferguson, Jack, CFGP, Grande Prairie, Alta.; Findlay, James, Canadian Broadcasting Corp., Winnipeg; Gaetz, Gerry, CKRC, Winnipeg; Garside, Les, CJGX, Yorkton, Sask.; Henry, Gordon, CJCA, Edmonton; Hunt, John and Mrs., CKMO, Vancouver; Keyserlingk, R. W., British United Press, Montreal; Love, Gordon, CFCN, Calgary; Lamb, R., CFCN, Calgary; Lewis, Dick, Canadian Broadcaster, Toronto; MacKay, Don, CJCJ, Calgary; McKenzie, A. R., CFAC, Calgary; Maloney, Ed., CFCN, Calgary; McGuire, E. H., CFCN, Calgary; McGurk, Peter and Mrs., Weed & Co., Chicago; Moffat, Lloyd, CKBI, Prince Albert, Sask.; Montagnes, James, BROADCASTING, Toronto; Morrison, Robt., NBC Recording, San Francisco; Murdoch, Canadian Federation of Musicians, Toronto; Murphy, A. A., CFQC, Saskatoon; Pilling, Jack and Mrs., CHWK, Chilliwack, B. C.; Quinney, Gerry, CFAR, Flin Flon, Man.; Rae, Wm. and Mrs., CKNW, New Westminster, B. C.; Radford, Jack, Canadian Broadcasting Corp., Toronto; Speers, Bill, CKRM, Regina; Stovin, H. N., Stovin & Co., Toronto; Walker, H. G., Canadian Broadcasting Corp., Toronto; Weir, E. A., Canadian Broadcasting Corp., Toronto; White, Ralph, CFJC, Kamloops, B. C.; Young, Adam, Young & Co., New York.

ANA Responsibility

PAUL B. WEST, president of the Association of National Advertisers, on Aug. 9 said that it is the responsibility of manufacturers to explain in their advertising what the present production situation is and when their products will again be available. Mr. West's statement, which followed a series of conferences between ANA and WPB officials, pointed out that there should be a positive attitude in advertising rather than the negative one too often used.

Tele Luncheon

AMERICAN Television Society on Aug. 15 will hold first panel discussion luncheon for members and guests at Hotel Sheraton, New York, Noon to 2 p.m. "Advertising Agencies and Television" is discussion topic. Agency executives are scheduled to lead discussion. Richard Manville, market research specialist, is chairman.

MENNEN SPONSORS MORNING PROGRAM

MENNEN Co., Newark, on Aug. 13 starts a new kind of recorded five-minute early morning program on 100 stations in major national markets.

Using the largest radio advertising budget in its 66 years, Mennen will promote its shave creams and shave preparations. The recorded programs, to feature nighttime network stars, will be broadcast five days weekly, three times each morning between 7 and 8 a.m., on all 100 stations.

The same broadcast with the same radio star will be heard three times each morning. Featured artists will change daily, however, according to the agency, Duane Jones Co., New York.

Among the stars already booked for the 52-week series are: Tom Howard, George Shelton, Harry McNaughton, Ralph Dumke and The Jesters. Ford Bond has been assigned as mc.

American Rate Card

AMERICAN rate card number 1, dated Aug. 1, 1945, has been issued by the network, succeeding Blue Network rate card number 32, which was dated Jan. 1, 1945. New card shows 18 stations which have increased their rates in the interim; also shows six additional affiliates, five deletions, seven replacements and seven regroupings. Main change is a revision of the discount structure enabling an advertiser to earn maximum discounts without using the full network but by using the basic network plus six regional and supplementary groups of stations.

Radio Parts Co-op

NON-profit organization, Radio Parts and Electronic Equipment Shows, Chicago, has been formed to sponsor and conduct trade shows for the radio parts and equipment industry. H. W. Clough, vice-president of Belden Mfg. Co., will be president of the new organization.

COL. WALKER JOINS PIERSON AND BALL

LT. COL. RALPH L. WALKER, former assistant chief, Broadcast Division, FCC Law Dept. and veteran Commission attorney, last week joined the Washington law firm of Pierson & Ball as a partner, following Army retirement.

Col. Walker

Col. Walker was appointed to the old Federal Radio Commission Dec. 1, 1928, and served with the FRC and FCC until Sept. 30, 1942, when he was granted leave for active military duty with rank of major. He was attorney-examiner with both the FRC and its successor until May 11, 1937, when he was named chief of the newly-created Hearing Section of the Law Dept. He later became assistant chief of the Broadcast Section.

When called to service, Col. Walker was made secretary of the Combined Communications Board, Combined Chiefs of Staff and of the Joint Communications Board, U. S. Joint Chiefs of Staff. He was promoted to lieutenant colonel April 3, 1943, served as secretary of the Combined Signal Board at Allied Force Headquarters, North Africa, from July 1943 to March 1944. Returning to Washington, Col. Walker was named executive officer of the Joint Communications Board of the Joint Chiefs of Staff. His military service began in 1927 with the D. C. National Guard.

Texaco Buys Met

STARTING its sixth consecutive season, the Metropolitan Opera will be broadcast again under the sponsorship of the Texas Co., New York, on about Dec. 1, Saturdays on American. Eighteen performances direct from the stage of Metropolitan Opera House will be aired during the season. Agency is Buchanan & Co., New York.

The Trend to
KFNF
The Friendly Farmer Station
Has become a
LANDSLIDE
In The Great Farm Market Around Shenandoah, Iowa.
KFNF's NET Time Sales for July, 1945 were
57.3% Above July, 1944
90.2% Above July, 1943
321.5% Above July, 1942
REMEMBER ALWAYS—When Buying This Great Farm Market—THAT
INFORMED SPONSORS ARE BUYING
1000 W KFNF 920 Kc
IN
SHENANDOAH IOWA
FOR AVAILABILITIES WRITE OR WIRE FRANK STUBBS, SHENANDOAH, IOWA

Covering
Ohio's
3rd Market
At less cost with WFMJ—American Network
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

Associated Broadcasting Corporation

expands to full time COAST-TO-COAST operations September 16

40 million potential customers in the metropolitan areas are available through ABC basic outlets*

All
Big
Cities
at
Minimum
Cost

Streamlined Major Market Coverage

New York
Boston
Philadelphia
Washington
Baltimore
Richmond
Buffalo
Cincinnati
Pittsburgh
Detroit
Chicago
Minneapolis
St. Paul
St. Louis
Denver
Salt Lake
Los Angeles
Long Beach
Oakland
San Francisco
Portland
Seattle

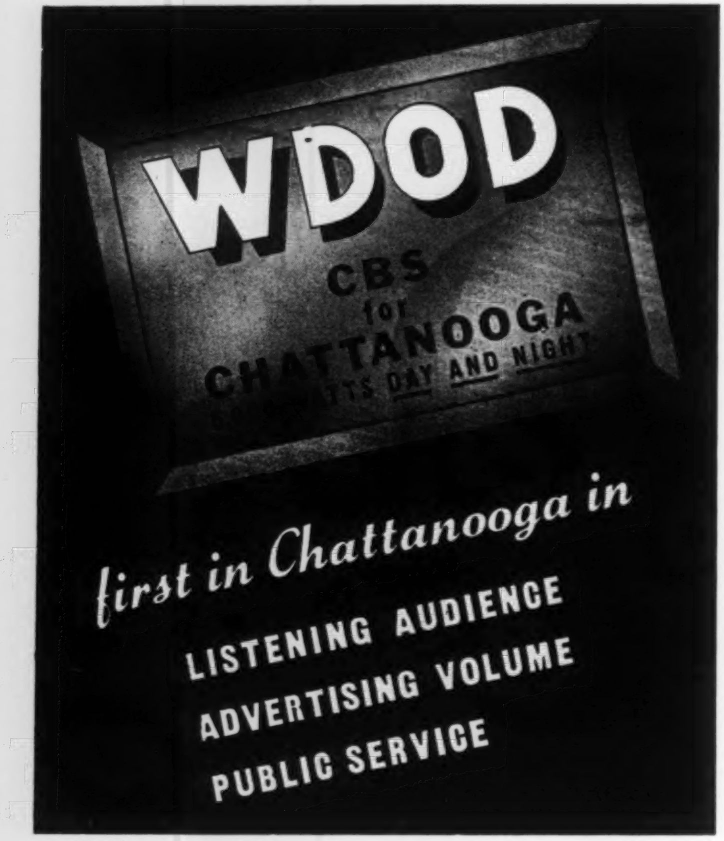
*A total of 3,970 ABC commercial program hours were broadcast through facilities of 196 outlets in 1944, thus insuring adequate secondary coverage on request.

New York
Chanin Building
122 East 42nd Street
Murray Hill 53227

Chicago
Carbon-Carbide Building
230 N. Michigan Avenue
State 5466

Hollywood
Wilshire Center Building
3055 Wilshire Boulevard
Exposition 1339

EXECUTIVE OFFICES: KEELER BUILDING • GRAND RAPIDS • MICHIGAN



THIS IS MR. WALKER...

. . . one of the 1797 druggists in the WGY COMMUNITY*. Mr. Walker sells over $44,542,000 worth of products to the 1,045,717 housewives of the WGY Community, annually—products they hear about over WGY throughout central and eastern New York and western New England . . .

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5000 population.

WGY
SCHENECTADY, NEW YORK
50,000 watts—NBC—23 years of service
Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC
WGY-287

NABET to Stay Independent, Council Decides; Move to N. Y.

NABET is going to remain NABET for a while longer, according to a decision unanimously reached last week by the national council of this independent radio engineers union.

After a week-long meeting at the Hotel Pennsylvania, New York, Aug. 1-7, during which proposals were received from the IBEW (AFL electricians union), IATSE (AFL stagehands and movie projectionists union) and ACA (CIO union of telephone, telegraph and radio workers), the council adopted this resolution:

"Be it resolved that, after listening to national representatives of unions interested in our affiliation, it is the unanimous opinion of the national council that NABET should remain independent. Be it further resolved that it is the opinion of the national council that the benefits to be derived through affiliation are of insignificant value and are outweighed by the disadvantages. Therefore, the national council recommends independence."

Bad News for Jimmy

Immediate significance of this decision is that James C. Petrillo and his musicians will have to continue their fight against NABET if they want to gain control of the platter turners of the nation's radio studios. IBEW, which includes all technicians of CBS and its owned and operated stations among its members, had agreed to turn this function, now performed by technicians except in Chicago, over to AFM. NABET, whose membership includes the technical employes of NBC and American, has resisted the attempts of AFM to secure this further control of broadcast music and has won a National Labor Relations Board order upholding its position and a decision of the Federal Circuit Court of Appeals upholding that order [BROADCASTING, July 30, Aug. 6].

As soon as the court order backing up its decision is issued, and it is expected momentarily, NABET will request NBC and American to begin negotiations for a new contract, including platter turning. Mr. Petrillo's only apparent means of halting such a contract is by an appeal to the Supreme Court of the United States, for which the way may have been paved by the dissenting opinion of one of the three circuit court judges, who held that the AFM should have had the opportunity to present new evidence in support of its claim that NABET is company dominated.

Hiller Heads Committee

NABET council named Harry E. Hiller, chairman of the New York chapter who becomes national secretary-treasurer Sept. 1 when the union's headquarters will be moved from Washington to New York, as head of the committee to negotiate with American and NBC. Other members of the committee include R. R. Davis of the New York engineering chapter and Frank Schnepper of Chicago. NABET President Allen Powley will participate in the negotiations with the committee.

Clarence Allen, former secretary-treasurer, has been appointed to the new post of national representative, in charge of NABET's national organizing activities. He will continue to head the union's Washington operations, including contract work in that city.

Thorus E. Lacroix, chairman of the Hollywood chapter, was elected vice-president to succeed Beverly Fredendall of Chicago, who is retiring from the broadcast field and hence from NABET. Mr. Fredendall was voted an honorary membership in the union and awarded a gold membership card, an unprecedented step.

Council members attending the seven-day meeting were: Mr. Hiller, Mr. Davis, Mr. Allen, Mr. Lacroix, Mr. Fredendall, Charles H. Thropp, Hudson chapter (WOR New York); Harold V. Brandt, Cleveland; George H. Anderson, Denver; S. A. Blank, representing Mark W. Dunnigan, San Francisco; Donald P. Morey, Mohawk (General Electric); Alex J. Doran, Detroit; Charles F. Snyder, Rochester; Harry Boone, Baltimore; D. Roy Glanton, Omaha; J. Willard Dean, Dixie (Raleigh area).

Radio Makers See Bright Prospects for Industry

THREE spokesmen for radio manufacturers last week came out with opinions on the postwar business future of radio and electric products.

In New York, Leonard C. Truesdell, general sales manager for the radio and television division of Bendix Aviation Corp., painted a rosy picture: "New York City retail dealers will sell approximately 1,090,000 radio and radio-phonograph combinations during the first year of unrestricted civilian production."

Nate Hast, merchandise manager for Lear Home Radios, said: "Unbounded enthusiasms for the postwar sales era may prove a boomerang for many of the companies—especially the newer ones—who are building greater sales organizations than their productive capacity can supply."

On the West Coast, Allan R. Royle, sales manager of the sound equipment division of Stromberg-Carlson Co., told his listeners: "The sound equipment industry is slated for an extensive market in the postwar growth of the Pacific Coast."

Construction

(Continued from page 18)

any number of personnel, additional appropriations will be needed, yet Congress will be in recess until October, unless called back by President Truman. The Commission has informally requested the Army and Navy to release some of its former technical and legal personnel now in the armed services.

Following release Tuesday of the FCC's new facilities green light, dozens of applications were filed late last week.

STATEMENT OF POLICY

By the Commission:

1. On Jan. 25, 1945, the Commission issued a public notice outlining the procedure to be followed in handling standard broadcast applications under the Jan. 16, 1945 Supplemental Statement of Policy, concerning applications for permits to construct new radio stations or to make changes in existing radio facilities. The public was there advised that unprocessed applications would be retained in status quo, and that new stations would be granted only in those communities having no primary service. The Commission further stated:

"When manpower and materials again become available and conditions permit the resumption of normal licensing practices, the Commission will make an appropriate announcement and will provide a period of not less than 60 days for the filing and processing of new applications prior to taking any action on the cases retained in the pending files during the period that the statement of policy of Jan. 26, 1944 as supplemented Jan. 16, 1945, was in effect. Provision will also be made for the bringing up to date of all applications retained in the pending files. These procedures, it is believed, will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force."

2. The War Production Board has indicated that materials will begin to become available within the next few months for use by broadcast applicants in all categories (standard, FM, television, etc.). It is therefore expected that construction started during the latter part of this year can be completed within the normal period of a construction permit without unreasonable difficulty.

3. The FCC accordingly gives notice that the 60-day period provided for in the Jan. 25, 1945, public notice for the filing of new applications (standard, FM, television, etc.) will commence to run on Aug. 7, 1945. Applicants will not be required to show that they have the necessary equipment on hand. The Commission will proceed, after Oct. 7, 1945, to consider applications heretofore filed, and those filed during the 60-day priod herein specified. However, with respect to FM and television, applications cannot be acted upon until applicable regulations are adopted.

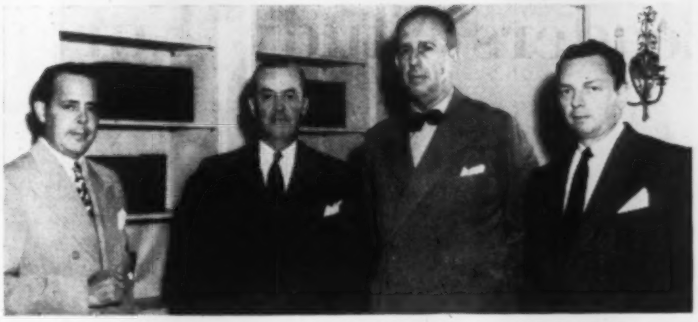
4. In the meantime the Commission will continue to act on applications which have not heretofore been affected by the "freeze" policy, e.g., new stations in communities without primary service, noncommercial educational, experimental, and developmental services, and changes in equipment required by the Commission itself.

5. The following procedure will be observed in processing applications:

a. PENDING APPLICATIONS UPON WHICH NO COMMISSION ACTION HAS BEEN TAKEN—These applications will not be acted on for a period of at least 60 days from Aug. 7, 1945. During that interim applicants may file such amendments as may be necessary to reflect new or changed conditions from those stated in the application. Such amendments shall be made in accordance with section 1,121 of the Rules of Practice and Procedure, in triplicate, and shall become part of said application. At the termination of this 60-day period consideration will be given to these applications in the ordinary course of business and attention will also be given to conflicting applications filed during this 60-day period.

b. APPLICATIONS WHICH HAVE BEEN DESIGNATED FOR HEARING BUT NOT YET HEARD—The Commission will not announce hearing dates for applications in this category, until the expiration of the 60-day period. Applicants desiring to file amendments shall do so within this period.

c. APPLICATIONS WHICH HAVE BEEN HEARD AND THE RECORDS CLOSED—Applicants whose cases have been heard and upon which the record has been closed are requested to advise the Commission within the next 60 days of any changes which may have occurred reflecting upon matters of evidence introduced into the record. Copies of such notification shall also be served upon other parties to the proceedings and where additional testimony is required appropriate petitions may be filed to reopen the record for the introduction of this additional evidence.



JUST after the check was handed over for purchase of Crosley Corp. including WLW, these leaders in the transaction are shown: (l to r) James D. Shouse, v-p in charge of broadcasting; Irving B. Babcock, new president of Crosley; Powel Crosley Jr., and Robert E. Dunville, v-p and gen. mgr of WLW.

Babcock's Election as Crosley President Is Announced From Cincinnati Offices

ELECTION of Irving B. Babcock, president of Aviation Corp., as president of the Crosley Corp., in pursuance of the FCC's action Aug. 2 approving the transfer, was announced last week in Cincinnati, Crosley headquarters.

Formal transfer of the Crosley Corp., including WLW Cincinnati and related radio properties, was effected last Tuesday in the transaction involving a payment of more than $12,000,000 to Powel Crosley Jr. and his immediate family. Avco commitments total over $21,000,000 for 100% of the corporation's stock.

Mr. Babcock, in addition to his presidency of Avco, is chairman of the board of Consolidated Vultee and American Central Manufacturing Corp., Avco subsidiaries. Victor Emanuel, chairman of Avco, was elected a director of Crosley. It is expected he will become chairman of the board.

Shouse, Cosgrove Stay

James D. Shouse, vice-president in charge of the Crosley Broadcasting Division, and Raymond C. Cosgrove, vice-president and general manager of the Manufacturing Division, were continued in their respective positions and are directors on the new Crosley board. Other members of the board include Raymond S. Pruitt, of Chicago, secretary and general counsel of Avco; Robert E. Dunville, Crosley vice-president and general manager of WLW; William F. Wise, of Detroit, Avco executive vice-president; Mr. Crosley and John J. Row, Cincinnati broker.

Lewis M. Clement remains as vice-president in charge of research and engineering in the Manufacturing Division, along with Frank A. Schotters, vice-president in charge of manufacturing production. Lewis M. Crosley also remains a vice-president. Walter A. Mogensen, of Detroit, Avco vice-president and treasurer, becomes treasurer, and Edwin J. Ellig, of Cincinnati, retains his position as assistant secretary-treasurer.

With the acquisition of Crosley, Avco enters the field of household appliances, electronics and broadcasting. In handing the checks to Mr. Crosley, Mr. Babcock observed that of 545,000 shares involved, upwards of 400,000 had been submitted for sale at the agreed price of $39 a share.

Net Sales Up

CROSLEY Corp. (including WLW) net sales, first half of 1945, were $55,900,287, compared with $49,088,606 in corresponding period last year, according to financial statement for Jan. 1-June 30. Net profit, however, was $1,318,818 as compared to $2,556,288 for first half of 1944. Company set aside $4,805,154 for Federal income and excess profits taxes and reserved $612,000 for contingencies as result of renegotiation of war contracts. Total current assets of Crosley as of June 30 were $31,283,801; in same period 1944, $27,408,113. Crosley paid stockholders $272,900 in dividends, and earned surplus of $10,109,071, as against $8,587,009 in 1944.

Buys Building

WMFR High Point, N. C., an affiliate of American, has purchased the High Point Bank Building on top of which is the station's antenna. Station will acquire studios in the new building in the near future.

PAGE ENGINEERING HEAD FOR MUTUAL

ESTERLY CHASE PAGE, a pioneer in radio engineering and until recently a lieutenant colonel in the Army Signal Corps, is now engineering director of Mutual network.

Mr. Page

Mr. Page's appointment to the new position was announced last week by Robert D. Swezey, vice-president and Mutual general manager.

A comprehensive study of Mutual's present facilities, its coverage and its future FM requirements is to begin immediately. An integrated plan of development and expansion will be presented to the network's board of directors and member stations in the near future, Mr. Swezey said. Mr. Page is to head up a new Mutual technical planning and engineering department. He will be responsible for future FM and television activities, as well as for the improvement of present Mutual facilities.

Own Business

Mr. Page, a native of Chicago, was the 39th person in this country to be granted a license to operate his own radio station in Evanston, Ill. Mr. Page became a radio operator on KFAF Denver. At 22, he was assistant to the chief engineer of WTAS Elgin, forerunner of WGN, and the next year Mr. Page designed and constructed WBBM Chicago, where he remained as chief engineer. He has built several stations, among them WJBT Chicago, KFEQ St. Joseph, WJJD Mooseheart, Ill. (now Chicago), and KMA Shenandoah.

In 1934, Mr. Page organized his own consulting business in Chicago and installed one of the first directional antennas, increasing coverage for WIND Gary, Ind. After that, he went into partnership with George C. Davis, former assistant chief engineer, broadcast division, FCC. Among other clients of the firm was WOR New York. Shortly after Pearl Harbor, Mr. Page resigned from the firm and went into the Signal Corp. His career in the Army was a notable one, including among other things, his appointment as personal signal officer for General Eisenhower.

Decca Profit Down

DECCA RECORDS Inc., New York, report consolidated net profit for six months ended June 30 of $450,284 (unaudited) after provision of $382,849 for all estimated income and excess profits taxes. Profit reported is equal to $1.16 per share on 388,325 shares of capital stock outstanding. This year's profit report compares with a net profit of $504,619, or $1.30 per share on same number of shares outstanding in period last year.

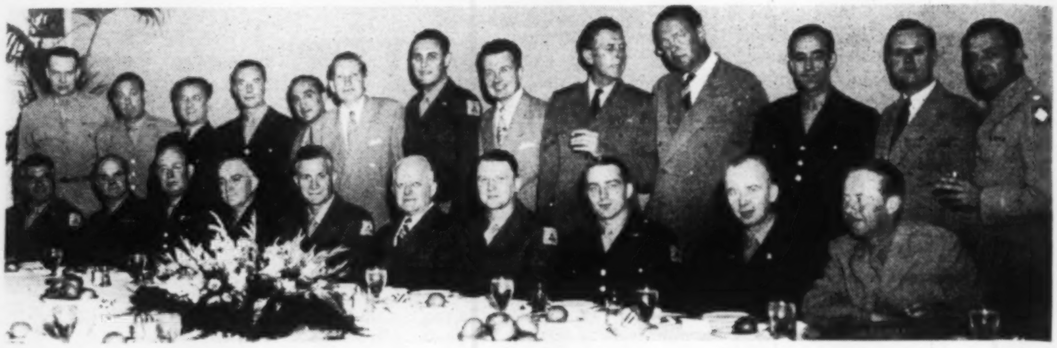
XUM

Industry Leaders Study European Radio

Delegation Headed By Reinsch, Miller

FIRST TOUR of broadcast executives to a war theater got under way last week with the departure of a delegation of 15 by plane for London. In the group were 10 broadcasters, four representatives of trade and amusement papers and Col. E. M. Kirby, escorting officer.

The group left by plane (C-54) from La Guardia Field last Friday. The previous day had been spent in Washington for briefing by Maj. Gen. Alexander D. Surles, director of Army public relations, with additional advice of a semi-official or unofficial character supplied by Paul A. Porter, FCC chairman, who recently returned from an ETO inspection, and Capt. Harry C. Butcher, USNR, who served three years as Naval aide to Gen. Dwight D. Eisenhower. They were the guests at a farewell dinner to the group in Washington Friday night.



OVERSEAS CONTINGENT of U. S. broadcasters, studying broadcasting in Europe as guests of the War Dept., attended a dinner given by Sol Taishoff, editor and publisher of BROADCASTING, at the Hotel Statler, Washington, Thursday night, on eve of take-off. Standing (l to r) Maj. Al Wharfield, executive officer, Radio Branch, Bureau of Public Relations, War Dept.; John Alicoate, publisher, *Radio Daily;* Abel Green, editor, *Variety;* Robert D. Swezey, vice-president and general manager, Mutual Broadcasting System; Morris Novik, WNYC New York; Walter Brown, assistant to Secretary of State James F. Byrnes; John E. Fetzer, WKZO Kalamazoo and assistant director of censorship for radio; J. Leonard Reinsch, managing director Cox Radio Stations and radio adviser to President Truman; Capt. Harry C. Butcher, USNR, naval aide to Gen. Dwight D. Eisenhower during European campaign and former CBS Washington vice-president; FCC Chairman Paul A. Porter; Joseph H. Ream, CBS vice-president; Turner Catledge, acting managing editor, *New York Times;* Lt. Col. Frank E. Pellegrin, Ground Forces Public Relations, War Dept., and former director of broadcast advertising of NAB. Seated (l to r): Mr. Taishoff; Col. Harry C. Wilder, WSYR Syracuse; William S. Hedges, NBC vice-president; Martin B. Campbell, WFAA Dallas; NAB President-designate Justin Miller; J. Harold Ryan, interim NAB president and vice-president & treasurer of Fort Industry Co.; Clair R. McCullough, Mason-Dixon Radio Group; Joseph Csida, *Billboard;* Col. E. M. Kirby, chief, Radio Branch, Bureau of Public Relations, War Dept.; Mark Woods, president, American Broadcasting Co.

Pacific Trip Likely

In the group are Justin Miller, president-designate of NAB; J. Leonard Reinsch, managing director of the Cox stations and radio adviser to President Truman; Mark Woods, president, American Broadcasting Co.; Robert D. Swezey, vice-president, Mutual Broadcasting System; Joseph Ream, vice-president, CBS; William S. Hedges, vice-president, NBC; Col. Harry C. Wilder, WSYR, Syracuse; Clair McCollough, Mason-Dixon Radio Group; Martin B. Campbell, WFAA Dallas; John E. Fetzer, WKZO Kalamazoo and assistant director of censorship for radio; Morris Novik, WNYC New York; John Alicoate, *Radio Daily;* Joseph Csida, *Billboard;* Abel Green, *Variety;* Sol Taishoff, BROADCASTING.

Meanwhile, J. Harold Ryan, NAB interim president, was working on plans for a parallel inspection of broadcasters to the Pacific theater, probably to get under way this fall. The ETO group was expected to return shortly after Labor Day. Another group of about 15 was expected to make the Pacific trip, with a half-dozen already tentatively aligned.

The European trip, at the invitation of Gen. Eisenhower and with the endorsement of the White House, is geared to acquaint American broadcast executives with operations in the European area and with military radio and communications during wartime. Gen. Surles told the group he would welcome their comments on military operations abroad and methods which might be employed to improve overall service.

The group first visits England, spending five days in that area. An entire inspection of BBC operations is included. On Thursday the group will depart for Paris in two C-47 planes. Briefing officers will be aboard both planes, describing military operations during the invasion.

On the Continent the tour will go to Le Havre, Rheims, the redeployment center; Luxembourg, Berlin, Berchtesgaden, Hamburg, Frankfurt, Gen. Eisenhower's headquarters; Marseilles, Nice, Biarritz and return to Paris. Beyond that, plans were not completed upon departure. Trips to Vienna and Rome and visits to Scandinavian points and even o Moscow were not entirely eliminated, though no definite arrangements had been made at departure.

Radio as Peace Medium Must Reach All—Kobak

BEFORE radio can carry out its task of promoting world peace it must have certain characteristics, according to Edgar Kobak, president of Mutual. "If radio is to be effective it must reach all peoples everywhere, so that messages of tolerance and understanding and peace may be heard even in the farthest corners of the world," he stated in a special broadcast on Aug. 4, which was beamed to five transmitters of OWI's Voice of America.

Virgil Pinkley, vice-president and general European manager of UP, who shared the broadcast, agreed with Mr. Kobak that free exchange of news, unfettered by censorship or national prejudices is one of the best guarantees for a lasting peace. Statements will be rebroadcast over OWI's 16 West Coast transmitters to the Pacific and Asia.

"I just can't bear missing Matinee Merry-go-round"

Day after day, for show after show, WJW's Programming Department hangs out the SRO sign. A skillful blend of audience-pleasing, sales-building local shows and the best from the ABC network programs helps WJW to deliver more daytime listeners per dollar in Cleveland (23 to 37% more) than any other station.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Washington Video Given Green Light

Approval on Height of Towers Withheld Temporarily

STAMPEDE to start television service in the Nation's capital got under way last week when NBC and Bamberger Broadcasting Co. (WOR) obtained approval of the Board of Zoning Adjustment of the District of Columbia to use sites acquired in residential areas for erection of towers and transmitter buildings. Regulations permitting video antennas in such areas had previously been adopted in Washington [BROADCASTING, June 4].

Final approval of the height of towers to be allowed was withheld pending receipt of data required by the Board to reconcile differences in elevations at two locations. NBC plans to erect a 350 ft. antenna on a 200 ft. elevation at the Wardman Park Hotel while Bamberger seeks to install a 300 ft. tower on a 400 ft. site at a point three miles farther from downtown Washington.

Hearings Held

Board action on the sites was preceded by hearings on the applications which demonstrated that "everybody wants television but wants it somewhere else". The Bamberger interests, which had been refused permission to use a previous site in a restricted neighborhood, encountered opposition a second time to a residential site bordering on a commercial zone.

The zoning hearings raise the question as to whether a television station adversely affects surrounding residential values. Testimony of expert real estate appraisers contended the design of the transmitter house and the landscaping to be employed would improve surrounding property values. In view of its proximity to commercial zones, they testified, the occupancy of the site by the station would safeguard neighboring homes against commercial intrusion in zoning.

Use of the Wardman Park location for television by NBC aroused little opposition from homeowners as the hotel site occupies a high knoll on a large area not too visible from nearby homes. One objection was registered by the nearby Shoreham Hotel which claimed the tower would interfere with the view from its grounds.

Approval of the Wardman site means that NBC will probably be the first to begin regular television service in Washington, with a possibility of starting operations before the end of the year. Carleton Smith, general manager of WRC, the network's capital outlet, told the Board NBC has a tower and transmitter on hand and can start installation as soon as FCC permission is granted. The network plans to set up studios in the hotel's Garden Room. NBC held an FCC license for experimental TV in Washington before the war.

'ALDRICH FAMILY' COAST FAVORITE

ALDRICH FAMILY, with a rating of 14.6, was top program with Pacific Coast listeners during July, according to Pacific network Hooper report which placed Vox Pop second, 14.3, and Walter Winchell third, 13.2.

Remainder of first 15 and ratings were: The Whistler, 12.2; Adventures of Bill Lance, 11.9; Suspense, 11.6; Big Town, 11.5; Victor Borge, 11.4; Take It or Leave It, 11.2; Crime Doctor, 11.2; Blondie, 11.1; Adventures of the Thin Man, 11.0; Can You Top This, 10.9; Man Called X, 10.9; Screen Guild Players, 10.9.

Average evening audience rating on West Coast was 6.4, drop of 0.8 from last report and 0.7 less than year ago. Average evening sets-in-use were 25.0, down 3.3 from last report, down 3.7 from year ago. Average evening available audience was 72.1, decrease of 1.9 since last report, drop of 1.0 from year ago.

Average daytime audience rating was 3.3, down 0.4 from last report, down 0.4 from year ago. Average daytime sets-in-use were 12.5, loss of 1.2 from last report, loss of 1.4 from year ago. Average daytime available audience was 65.1, down 0.9 from last report, down 0.8 from year ago.

Majestic Earnings

MAJESTIC Radio & Television Corp., Chicago, has announced in its annual report for fiscal year ended May 31, 1945, that their consolidated net earnings after all charges and provisions for renegotiation and taxes, totalled $238,463.09. This compares with previous year net profits, after renegotiation, of $171,609.88. E. A. Tracey, Majestic's president, stated that the relatively few FM stations now in operation have proved the public's approbation of the static-clear reception achieved by this new development and that many Majestic models will be equipped for FM as well as AM. Additionally he reported the company would market a line of receiving sets, offering television as soon as market develops.

Sun in Radio

INTENTION of the *New York Sun* to enter the broadcasting field was disclosed when New York Sun Broadcasting Co. Inc. received a corporate charter from the New York Secretary of State to conduct a broadcasting business. Thomas W. Dewart, president of the *Sun*, William T. Dewart Jr., publisher, and Edwin S. Friendly, vice-president and general manager, are directors of the new corporation. Authorized capital stock is $750,000, with 5,000 shares of $100 par value preferred and 250,000 shares of $1 par value common stock. No application has as yet been filed with the FCC and *Sun* officials last week declined to discuss their broadcasting plans.

CBS Shows $1.30 Share Earnings for Six Months

CBS EARNED $2,224,170 during the first half of 1945, equivalent to $1.30 a share, compared to earnings of $2,295,865, or $1.34 a share for the same period of 1944. Gross income for the half was $42,992,968 this year, $42,627,666 last.

Figures were released Aug. 8 by Frank K. White, vice-president and treasurer, following a meeting of the CBS board, at which a cash dividend of 40 cents a share on class A and class B stock was declared. Dividend is payable Sept. 7 to stockholders of record at close of business Aug. 24.

Federal FM Line

FEDERAL Telephone & Radio Corp., Newark, manufacturing associate of International Telephone & Telegraph Corp., has announced a comprehensive line of FM broadcast transmitters and antennas, with outputs from 250 to 50,000 w and incorporating new techniques, circuits and tubes. Basic unit of the transmitters is said to be the exciter which generates the initial radio frequency power. In itself a complete 250 w transmitter, this unit includes the FM system, center frequency stabilization and radio frequency multiplier and output stages. The 250 w output is stepped up to 1, 3, or 50 kw by a power amplifier unit or series. The antenna arrays, consisting of one to 12 or more loops, each embodying two or more half-wave elements, are factory tuned for easy installation and are fed by standard coaxial lines combining high power gains for noncritical tuning.

JENKINS BECOMES RADIO CONSULTANT

RAY C. JENKINS, for 10 years director of operations of KSTP St. Paul, last week announced establishment of a business consulting practice in Minneapolis coincident with his resignation from the station. His successor has not yet been named.

Mr. Jenkins

Mr. Jenkins will specialize in advertising, sales, radio merchandising and business promotion with headquarters at 525 Northwestern Bank Bldg. He was general sales manager of the Northwest Network of 12 stations and regional sales chairman of the NAB.

Mr. Jenkins spent eight years with newspaper groups in Detroit and Indianapolis and operated his own agency in Indianapolis before joining KSTP. He had served for five years as commercial manager of KSD St. Louis.

"TOPS!"

In The Morning

KNOXVILLE, TENNESSEE

Morning Index Monday Through Friday 8:00 A.M. to 12:00 N.	WBIR	"B"	"C"	others
	42.6	39.8	17.6	0.0

• HOOPER LISTENING INDEX
JANUARY — FEBRUARY — 1945
From Fall-Winter, 1944-1945 City Zone

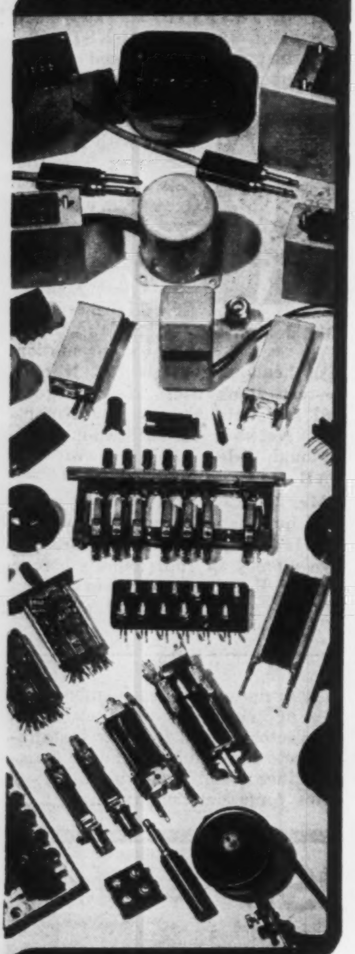
John P. Hart
Manager

WBIR
A NUNN STATION

Knoxville, Tenn.

Represented nationally by the John E. Pearson Co.

ROLL YOUR OWN



with

Western Electric

Transformers, plugs, jacks, cords, switches, knobs, relays, headsets, and scores of other component parts designed by Bell Labs and made by Western—for the broadcasting engineer who prefers to assemble his own audio and control equipment. Some of these parts are old friends that have served broadcasters for years—also there will be new developments born from our wartime experience. But old or new, you can count on them to embody the reliability that has always distinguished Western Electric component parts.

Western Electric

Distributed by GraybaR ELECTRIC COMPANY

Buy War Bonds—and keep them!

NAB STANDARDS OF PRACTICE

FOREWORD

BROADCASTING is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.

The NAB formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest.

Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

PUBLIC QUESTIONS

STATION LICENSEES should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

Treatment of Political and Public Question Broadcasts — Broadcasts designed for the presentation of political, economic, social or philosophic questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason.

NEWS

NEWS should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangements made for obtaining news insure this result. News should not be selected for the purpose of furthering or hindering either side of any public question nor should it be colored by the opinions or desires of the station management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions.

CHILDREN'S PROGRAMS

PROGRAMS designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior.

Such programs should not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature should be permitted.

To establish acceptable and improving standards for children's programs, the NAB will continuously engage in studies and consultation with parent and child study groups. The results of these studies will be made available for application to all children's programs.

EDUCATION

WHILE ALL radio programs possess some educative values, broadcasters should endeavor to assist specific educational efforts. In cooperation with educators and other appropriate groups, broadcasters should search for improving applications of radio as a medium of education.

RELIGION

BROADCASTING, which reaches men of all creeds and races simultaneously, should not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

COMMERCIAL PROGRAMS and LENGTH OF COMMERCIAL PORTION

ACCEPTANCE of programs and announcements should be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times, with special consideration being given to the effect on the listener of the manner of presentation.

Member stations should hold the length of the commercial portion, including that devoted to contests and offers, to the following number of minutes and seconds:

5-minute programs	1:45
5-minute news programs	1:30
10-minute programs	2:00
15-minute programs	2:30
25-minute programs	2:45
30-minute programs	3:00
60-minute programs	6:00

EXCEPTIONS:

The above limitations do not apply to participation programs, announcement programs, "musical clocks", shoppers' guides and other local programs falling within these general classifications.

STANDARDS OF GOOD TASTE

THE FOLLOWING are deemed to be generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
2. Misleading statements of price or value or misleading comparisons of price or value.
3. Continuity which describes repellently any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
4. Cures and products claiming to cure.
5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
6. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
7. Any spirituous or "hard" liquor.
8. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
9. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
10. Matrimonial agencies.
11. Offers of "home work" except by firms of unquestioned responsibility.
12. Any "dopester", tip-sheet or race track publications.
13. All forms of speculative finance. Before member stations accept any financial advertising, it should be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.

Named by Westinghouse

ADVERTISING programs of Westinghouse Electric Corp. have been consolidated under the direction of J. M. McKibbin, assistant to vice-president, it was announced last week by George H. Bucher, president. Consolidation covers radio as well as general advertising, motion pictures, and sign-identification. Mr. McKibbin has been in charge of product and industry advertising since 1944.

Yes—We Grow!

A steadily growing catalogue of music for broadcasting—a vast source of nearly a million song titles—is but one of the reasons for the steadily growing list of commercial broadcasters licensed by BMI.

To date, 992 commercial broadcasting stations in the United States and Canada are served by BMI.

To give better service to the nation's radio stations, BMI consistently adds to this reservoir of music in good taste and in great variety—from the current pop hits for the "bobby-soxer" to the more serious compositions for the symphonic enthusiast.

KNOW YOUR BMI MUSIC
AND KNOW HOW
BMI CAN SERVE YOU

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York · Chicago · Hollywood

REACH THE WOMEN OF THE OHIO VALLEY WITH....

Olive Kackley

50,000 WATTS

WCKY

THE L. B. Wilson STATION

Dumm to Purchase KXA for $200,000

Deal, Subject to FCC Okay, Was Made August 2

Mr. Dumm

WESLEY I. DUMM, prominent West Coast broadcaster and head of Associated Broadcasters, San Francisco, and associates acquire KXA Seattle for $200,000, subject to FCC approval, from American Radio Telephone Co., Seattle, in a deal consummated Aug. 2, it was closed last week.

Transaction involves transfer of 54% of the common stock from Ronald F. Meggee, president, and 46% from Vincent I. Kraft, Seattle advertising man. Stock was acquired at $200 per share. Mr. Meggee is head of Harper-Meggee Inc., wholesale electric appliance and radio firm.

Associated with Mr. Dumm in the purchase are his brother, Franklin Dumm, Robert Gaylord and Philip G. Lasky, part-owner and manager of KROW Oakland, Cal. Franklin Dumm and Mr. Gaylord were associated with Wesley Dumm when he headed KROW but were forced to relinquish their stock in the Oakland station because of the FCC duopoly regulations.

Mr. Dumm heads KSFO San Francisco and recently acquired financial interest in and is president of KPAS Pasadena, another sale forced under the duopoly rules.

KXA operates on 770 kc with 1 kw power, shares time with WJZ New York, and is an applicant for 10 kw power on the same frequency. Early this year the FCC denied application of KXA to operate after local sunset even with permission of WJZ on grounds that such operations would violate Sec. 3.23(b) of the Commission's Rules & Regulations [BROADCASTING, Feb. 19]

Upon approval of the sale by the FCC, KXA will become part of the newly-organized Universal Broadcasting Co., thus linking the Seattle station with KSFO and KPAS as a regional Pacific network. Formal application for the transfer is expected to be filed with the FCC shortly.

Hillman Prediction

FIRST RADIO reporter to broadcast after returning from the Potsdam conference was William Hillman, Mutual correspondent who, at 7:15 p.m. Aug. 3, said that there was little doubt of Russia's entry into the war against Japan. He said the next Big Three meeting would take place after the Russian declaration of war and most probably would be a meeting of the Big Four—including China, along with the U. S., Britain and Russia. Russia declared war on Japan five days later.

PRUDENTIAL STARTS JACK BERCH SHOW

PRUDENTIAL Insurance Co. of America, Newark, on Aug. 27 starts sponsorship of the *Jack Berch Show* which goes on 170 American network stations Aug. 20, 4-4:15 p.m. This means that Berch, who has been subbing for Victor Lindlahr on eight stations, will not go on Mutual for Serutan and Nutrex starting Sept. 10, as previously reported [BROADCASTING, June 25].

Grant Adv., New York, agency for Serutan and Nutrex, now holds the Mutual time across the board, 11:45-12 noon, which would have been Berch's spot. Grant is now auditioning other talent for the time. Lindlahr, now on vacation, is scheduled to go on the full Mutual network Sept. 10, 12:30-12:45 p.m. daily. *Alexander's Mediation Board,* another Serutan-Nutrex program now on 12 Mutual stations, Sunday, 8-8:45 p.m., is expected to add 15 to 21 more MBS outlets by Sept. 10.

Prudential, besides starting the Berch program, probably will cut its Sunday afternoon *Family Hour* on CBS from 45 to 30 minutes. Agency for Prudential is Benton & Bowles, New York.

Biggar Names Two

APPOINTMENT of Samuel R. White as director of sales promotion and Norman Perry Jr. as public relations and special events director of WIBC Indianapolis, was announced Wednesday by George C. Biggar, general manager. Mr. White had been sales promotion and merchandising director of the *Indianapolis Star* and WIRE. He formerly was sales promotion head of WLW Cincinnati and has an extensive background in retail, newspaper and radio promotion in Philadelphia and Washington. Mr. Perry, former vice-president of the Indianapolis Baseball Club, recently was discharged from the Navy as a lieutenant. He formerly was sports and special events announcer of WLW and WIRE.

Consumer Report

A REPORT on consumer meetings for the war years just released by the Committee on Consumer Relations in Advertising gives a picture of the so-called consumer approach or consumer movement in terms of what consumers talk about at their group meeting. It reveals an obvious demand for more information in advertising and selling and adequate protection in the market place. It clarifies consumers problems in public relations. This study analyzes some 1,600 meetings with respect to location, speaker affiliation and subject or purpose of meeting. Consumer meetings were concerned with such subjects as buying information, price protection cooperatives, grading and labeling, etc.

RCA VICTOR Division of RCA has leased the sixth floor of the Lotus Club, New York, for use as additional recording studios.

"Uncle Ezra"

genial old Philosopher of the Air

will sell that 5-Minute Spot

on your Station.

Hear him. Let your Prospect hear him.

WRITE—WIRE or TELEPHONE for Audition Transcription.

Now—312 Transcribed 5-Minute Programs; Enough for 6 times per week for 52 weeks or 3 times per week for 2 years.

In this series of Transcribed five-minute Broadcasts each of them has been planned to permit one-minute-and-thirty-seconds for Live Commercials. From $2.00 to $6.00 per program, net. Cancellation privilege without short term penalty.

EXCLUSIVE TO ONE STATION IN EACH CITY!

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

Board of Trade Building, TELEPHONE WABASH 6243, CHICAGO 4, ILLINOIS

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

KFMB
Sells
SAN DIEGO

LET US SELL
IT FOR YOU

San Diego is a highly concentrated, exclusive market which must be covered from within to be covered right! There's an audience of 373,500 civilian people waiting for you in metropolitan San Diego. Get to them right with KFMB.

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

NAB Expands

(Continued from page 20)

Director, entered the Navy three years ago, the NAB has been without a fulltime labor chief. John Morgan Davis, general counsel, has been serving as labor relations consultant.

Election of Mr. Willard as executive vice-president, at $25,000 per year, resulted from unanimous recommendation of the Presidential Selection Committee (see Willard story on page 20). Whether the by-laws will be amended to redefine the duties of the secretary-treasurer is something for future consideration. Some of the duties set forth by the Board for the new executive vice-president are similar to those assigned to the secretary-treasurer under the by-laws.

With broadcasting about to expand many-fold because of FM, the Board adopted a resolution inviting the officers and members of the FMBI to join the NAB Board in working out a plan under which the FMBI may be absorbed by the NAB, as suggested editorially by BROADCASTING July 30. The FMBI Board meets Tuesday (Aug. 14) in Chicago to consider the NAB invitation, among other things.

Continued support for a minimum of one year, if needed, of the War Advertising Council was also approved.

Mr. Arney reported that since May the NAB has added five new active members, bringing the total membership to 669 active and 39 associate members. New ones are: WKBV Richmond, Ind.; WKVM Arecibo, P. R.; KXOA Sacramento, Cal.; WGFM Schenectady, General Electric Co.'s FM outlet; WRGB Schenectady, GE television outlet.

Following authorization by a recently enacted by-law, the Board formally made associate memberships available to attorneys practicing before the FCC and consulting engineers, with annual dues of $75. Dues for applications for new stations were fixed at $50 and for construction permit holders at $60 annually.

A modified plan for an Academy of Radio Arts & Sciences, entailing a $50,000 expenditure and proposed by the Public Relations Executive Committee, was rejected.

Abolish Old Code

The Board actually abolished the NAB Code per se and established a Standards of Practice, following recommendations of the Code Committee. Whole sections of the Code were wiped out in some instances and amendments adopted in others.

That portion of the Code governing solicitation of memberships was abolished. For years it has been the bane of organized labor. Its enforcement led to charges before the FCC against WHKC Columbus, O., by the UAW-CIO. Proceedings later were dismissed on joint motion of WHKC and the CIO, but the FCC, in announcing the dismissal, severely took the NAB to task because of that proviso in the Code.

Another troublesome aspect of the Code, the section prohibiting members from selling time for the discussion of controversial public issue, also was abolished. In its place the Board adopted this brief Standard under the title "Public Questions":

Public Questions

"Station licensees should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public."

Determination of what shall be broadcast "rests entirely with the station licensee and this responsibility may not be delegated," according to a foreward to the Standards.

Under "News", the Standards follow much the same language of the old Code regarding newscasts.

Greater restrictions on commercial copy were approved by the Board. Under the Standards, the commercial time fixed by the Code for nighttime broadcasts was adopted as the overall standard. Under the Code daytime broadcasting was more liberalized, allowing 9 minutes commercial for an hour's show. The new Standards provide for no more than 6 minutes commercial for an hour's program any time. Commercial provisions do not apply, however, to participation periods.

Thirteen "Standards of Good Taste", adopted at the 17th Annual Convention of the NAB, were continued in the new Standards.

Attend Meeting

Attending the Board meeting Monday and Tuesday were: Paul W. Morency, WTIC Hartford, District 1; George D. Coleman, WGBI Scranton, District 3; Campbell Arnoux, WTAR Norfolk, District 4; F. W. Borton, WQAM Miami, District 5; Hoyt B. Wooten, WREC Memphis, District 6; John E. Fetzer, WKZO Kalamazoo, District 8; Leslie C. Johnson, WHBF Rock Island, District 9; John J. Gillin Jr., WOW Omaha, District 10; Martin B. Campbell, WFAA Dallas, District 13; Hugh B. Terry, KLZ Denver, District 14; William B. Smullin, KIEM Eureka, Cal., District 15; William B. Ryan, KFO Los Angeles, District 16; Harry R. Spence, KXRO Aberdeen, Wash., District 17; J. Harold Ryan, WSPD Toledo; T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C.; Matthew Bonebrake, KOCY Oklahoma City; Clair R. McCollough, WGAL Lancaster, directors at large; Dr. Frank Stanton, CBS; F. M. (Scoop) Russell, NBC, networks.

WCPO Seeks 630 kc

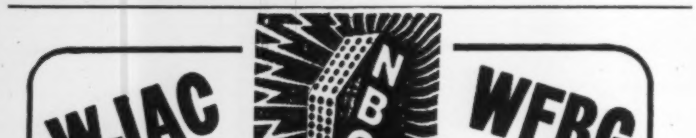
APPLICATION was filed with FCC last week by WCPO Cincinnati requesting change of assignment from 250 w day and night on 1230 kc to 250 w day, 100 w night on 630 kc.

WJAC
JOHNSTOWN

NBC

WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

HOW'D YOU LIKE TO SELL AN
$800,000,000 MARKET?

KBON
Concentrated Coverage
Low Rates
Promotion Helps
OMAHA
COUNCIL BLUFFS

Omaha's MUTUAL station offers you

$800,000,000 . . . the buying income of KBON's 17-county area in the heart of the rich central Missouri Valley Market.

$800,000,000 . . . equal to two-thirds of the buying power of the entire state of Nebraska, in an area equal to only half the population of the state.

An $800,000,000 market available to you on KBON . . . the station that SELLS!

General Manager, PAUL R. FRY
National Repr., SPOT SALES, INC.

MUTUAL BROADCASTING SYSTEM

★ "The Midwest's Greatest Market" ★

Atom

(*Continued from page 16*)

gave a factual roundup on the bomb developments. On the following morning, the network's world news roundup brought in a broadcast from Richland, Wash., giving reactions of workers to announcement of the new weapon. In the afternoon, the network switched to its affiliate in Knoxville, WNOX, for a report from Oak Ridge and another pickup from Richmond.

NBC Flash at 11:17

NBC interrupted its Fred Waring program to send out its first flash at 11:17 a.m., and continued to feed the story to its listeners throughout the day. On its 11:15 p.m. period, the network switched to KOB Albuquerque, not far from Alamogordo where the atom bomb was tested, and WROL Knoxville to bring in a worker at the Oak Ridge plant. The network also broadcast interviews with Army officers from Richland. But the highlight of NBC's first day's coverage was its rebroadcast of its January 24, 1941 dramatization in its *Unlimited Horizons* series which told the history of the atom-smasher, or cyclotron, developed at the U. of California.

American, repeating the news at intervals after its initial announcement from Hollywood at 11:35 a.m., for the first time since V-E Day devoted its *Headline Edition* program to one subject, featuring Jack Meeves from Seattle, and Prof. Arthur Johnson, scientist, as guest speakers. Rear Adm. J. H. Cassidy appeared on the same program on Aug. 8 in what was believed to be the first exclusive statement from the Navy.

Mutual broke into its 11 a.m. news program to flash the President's announcement and kept up a running story throughout the day. Judson Phillips, writer of the *Now It Can Be Told* series, did a hurry-up revision of his script so the bomb story could be "told" on the same day.

Stations nearest the scenes of the atomic bomb development lost no time in feeding on-the-spot descriptions and reactions to the networks and to local audiences. WNOX carried one of the first interviews ever permitted with workers at Oak Ridge. Immediately following the release of the news, O. L. Smith, manager, Walter Corning, program director, and O. J. Remington, publicity director, rushed to the project and worked until 3 a.m. Aug. 7 to have their interviews in order for a special broadcast Tuesday, part of which went on the network.

At WROL, NBC affiliate in Knoxville, the news of the atom bomb was regarded as of equal if not greater importance than D-Day or V-E Day for only 18 miles away was a city of 75,000 which had been cloaked in absolute secrecy since it had been built just a few years ago to harness atomic power.

WROL contributed in many ways to the morale of the Oak Ridge workers, making "Stay on the Job" recordings for use on the project's p.a. systems, broadcasting special announcements at the request of the Army, and providing entertainers for personal appearances at plant recreation centers. But through the long period of security, says the station, "the principal and best cooperation was complete and voluntary omission of any unnecessary references to the project".

Washington Story

In central Washington, location of the Hanford Engineering Project, radio played its part in telling the story just as it had in recruiting workers and maintaining secrecy. Immediately upon the first reports, James A. Murphy, manager of KIT Yakima, dispatched John Roberts, news editor, Ben Murphy, chief engineer, and Clarence Lemming, announcer, to Richland with orders to "get everything they could".

The station men worked fast to tell the Richland story and on that same Monday evening the first remote from the town was broadcast to KIT and the Mutual-Don Lee stations of the northwest. An interview with Col. F. T. Matthias, commanding officer of the project, was arranged, followed the next day by on-the-spot reports by Mr. Lemming. Meanwhile, Mr. Roberts sent telegraphic reports to KIT for broadcast at regular intervals.

Elsewhere, stations searched their records for sidelights on the atom story. WCAU Philadelphia found that on July 13, 1940 Maj. Thomas Coulson, director of Museum Research at Franklin Institute, and Dr. Roy Marshall, head of the Institute, in a broadcast over the station, had seen the possibilities of atomic energy as a destructive agent for warfare.

With the news of the atomic bomb, WCAU on Tuesday again brought Maj. Coulson and Dr. Marshall to the microphone to read the same script they had used five years before.

And WBZ Boston recalled that the unleashed energy of the split uranium atom performed its first job for society and became a working atom on June 27, 1940 when the explosive force of a single U-235 atom was unleashed by Dr. E. U. Condon of Westinghouse Research Laboratories to switch on its then new 50 kw transmitter.

Coincident with the use of atom bombs, the War Dept. authorized publication of an article written six weeks ago by Brig. Gen. David Sarnoff, RCA president, which had been suppressed because of a section entitled "Unlocking Atomic Energy". Referring to U-235, Gen. Sarnoff said: "It is no more fantastic now to believe that science will release and control atomic energy than it was in 1900 to believe that radio waves would be useful for world communications."

WANT A BREAK AT SKULL-BUSTER (KY.)?

Knowing Kentucky as we do, we'd say (not so confidentially) that the audiences you get in such strangely-named hinterland communities as Skullbuster, Kentucky, are hardly worth the mighty wattage required to reach them. Not while WAVE offers *at lower cost* the high-geared Louisville Trading Area, the home and workshop of people who earn and spend more money than you'll find in the whole remainder of the State. Folks here don't need steel helmets, either—they spend their dough on *your* kind of merchandise.

LOUISVILLE'S WAVE

5000 WATTS . . 970 K.C. . . N.B.C.

FREE & PETERS, INC.
National Representatives

READ RIGHT DOWN THE LIST... For Pittsburgh coverage, all of the nation's largest advertising agencies regularly place national spot business on KQV—it's a real *buy!* 1410kc—1000w—Basic Mutual Network.

TO PITTSBURGH
LIST OF TOP AGENCIES
KQV
SPOT BUSINESS

ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.

Shake hands with WFPG ATLANTIC CITY, N.J.

EDDIE KOHN, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

For further details on WFPG---write EDDIE KOHN, ATLANTIC CITY, N. J.

For further details on other Friendly Group Stations, write
JOHN LAUX, Managing Director
"THE FRIENDLY GROUP", STEUBENVILLE, OHIO

WSTV WFPG WJPA WKNY
STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

THE FRIENDLY GROUP

WHBQ

Your MUTUAL Friend

E. A. ALBURTY, Gen. Mgr.

Memphis, Tennessee

Write or Wire
for

CHOICE SPOT
AVAILABILITIES

They are going
fast

REPRESENTED BY RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

FACT or FICTION?

Q. 50 tons of coal go into one medium tank.

A. *Fact.* That much coal is needed for the steel.

It's a Known FACT *that*

WLAW

LAWRENCE, MASS.

covers 181 cities and towns in Industrial New England . . . that its 5000 watt selling power brings results.

5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:
WEED & CO.

Chronology

(*Continued from page 15*)

respondents—George Hicks of Blue and Bill Downs of CBS—as well as H. R. Baukhage of Blue, win Headliners Club Medal awards.

June 15—New 200,000 w international shortwave transmitter operated by CBS for OWI at Delano, Cal., beaming messages to Japan, goes into operation.

June 18—Radio goes all-out in mass reception for returning Gen. Dwight D. Eisenhower, Supreme Commander, accompanied by Capt. Harry C. Butcher, USNR, former CBS Washington vice-president, and his naval aide throughout the war in Europe.

July 2—Nine weeks' coverage of UNCIO was among biggest public service jobs in history of radio, demonstrating industry's capacity to meet heavy responsibilities in handling momentous world affairs.

July 3—President Truman, in letter to BROADCASTING's editor and publisher, says that American radio has written own Magna Charta since Pearl Harbor, that American radio is in good hands and solicits continued aid of medium in fight against Japanese.

Aug. 3—NAB's retiring president, J. Harold Ryan, in annual report lauds news job done by broadcasters in war, sees need for improving news organizations to hold audience.

Aug. 6—Wartime research by Westinghouse Electric Corp. and Glenn L. Martin Co. leads to announcement of new science for relaying television and FM broadcasts from flying transmitters.

Aug. 10—Radio Tokyo announces that Japan will surrender according to terms set at Potsdam if her Emperor's person and position remain inviolate.

Surrender

(*Continued from page 15*)

Eddy Gilmore, AP correspondent in Moscow.

BBC sent wires to some 50 stations across the country for telegraphed statements of reactions which the British network planned to broadcast to England.

Special transcontinental circuits between NBC New York newsroom and San Francisco, giving New York control of all programs from the West Coast or through there from the Pacific, were first used to carry to New York text of the Jap surrender announcement, as monitored by NBC San Francisco. Setup which includes Class A and Class E circuits, is similar to one NBC installed early in the war between New York and Washington.

Last week Frank McCall, NBC news chief, ordered the coast-to-coast circuits installed in preparation for V-J Day. Work was completed only Thursday night under supervision of Ferdinand Wankel of the network's engineering department. A few hours after the last wire was connected the setup made its debut with the surrender flash.

Although not scheduled to be on the air on Fridays, WCBW, CBS video station in New York, planned to do a special program on the Japanese war from Pearl Harbor to the present at 8-9 p.m. Friday and to stay on indefinitely if V-J Day were proclaimed. Station had done a similar unscheduled telecast on Aug. 8 following the Russian declaration of war against Japan.

New York stations covered the Japanese surrender offer by increasing their news coverage, interrupting programs with bulletins, and carrying special commentaries.

Following official announcement of V-J Day, WOV planned to broadcast man-in-the-street programs from New York's Chinatown, Harlem and Fifth Ave.

WHOM planned remotes from New York's Officers Club, Journal Square City, and the East side. A special victory script paying tribute to mothers, wives and sweethearts of servicemen was to be broadcast in Polish, Italian, Jewish and German by WHOM. Another program was to carry statements from six mayors of New Jersey communities paying tribute to their fighting men. Station also has offered New York fire and police departments its facilities for any messages of caution.

WLIB planned to use special documentary recordings made in advance by men in the Pacific Theater, giving a review of the war.

WOR cancelled its regular morning program schedule after the first bulletin on Japanese surrender offer was read by John Gambling during *Gambling's Musical Clock*, to bring its listeners latest news reports until 11:30 a.m. when the

SAMPLE IN CHICAGO FOR BROADCASTING

FRED W. SAMPLE of Columbus, O., a veteran of World War II, will join BROADCASTING as manager of the magazine's Chicago office Sept. 20.

Before entering the United States Army in 1942, Mr. Sample served as a reporter and editor on the *Columbus Dispatch* and with International News Service in that city. Subsequently he was director of continuity for WHKC Columbus.

He succeeds Frank A. Browne, who is joining the Associated Broadcasting Corp., Grand Rapids, as promotion and publicity director.

KNOW-HOW shows how
in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

PROOF OF POPULARITY

Thanks to Western North Carolina listeners, WWNC takes top honors with *top ratings* in *every one* of *all four* major classifications:

Top Rating ¼ Hour	WWNC	STATION 2	STATION 3
Night-time Network	31.4	14.0	5.0
Night-time Non-network	22.0	5.6	2.8
Daytime Network	23.9	15.7	4.0
Daytime Non-network	28.6	6.2	6.2

WWNC 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elias Executive Director

Represented by the Katz Agency

station resumed normal operations.

WQXR doubled its news periods and planned to pick up remotes from New York's USO centers and a special broadcast in tribute to the fallen. WNEW had special commentaries by Bruno Shaw and John Goette, both veteran correspondents in Asia, on Martin Block's *Make Believe Ballroom*. Following the V-J announcement, station planned to have pickups from Stage Door Canteen, a series of documentary programs and a broadcast of High Mass from the Paulist Fathers' Church. WNEW also had prepared a dramatic fantasy, *Hirohito's Horse and the Army Mule*.

Developments in the war the past week came fast. Radio was on the job to give the public first news of each event.

First came the release of the atom bomb story on Monday, Aug. 7. (See page 16). Networks and stations were still devoting news and feature broadcasts to that subject when on Aug 8, three months after V-E Day, the Soviet Union declared war on Japan.

First on the air with President Truman's announcement was NBC, which got the flash on the network at 3:02, one minute after the President's statement in Washington. The three other major networks followed very closely behind NBC.

Order in which the broadcasting chains aired the Russian war bulletin was as follows: American, 3:02:30, Mutual, 3:02:40, and CBS, 3:04:15.

Ralph Howard Peterson, NBC Washington reporter, phoned the bulletin from the White House newsroom to the network newsroom in New York. Burroughs Prince, night news editor, took the call and passed the information on to Herb Sheldon, announcer on duty in the flash news studio, who immediately cut into the network.

At American, Jane Craven, a copygirl, was first to spot the incoming bulletin on the INS wire. She rushed it to Paul Scheffels, newsroom staff writer. Taylor Grant, announcer and editor on American's *Headline Edition*, broke into a sustaining program to broadcast the bulletin.

In Philadelphia, Mutual's cooperatively-sponsored newscaster, Alexander Griffin, was just starting his regular 3 p.m. broadcast on WIP when the news came in. He broke into his own copy immediately to read the bulletin.

Harry Marble, CBS newscaster in the New York headquarters, broke into a sustaining program with the news at 3:04:15 p.m. At 3:07:10 CBS had Quincy Howe on the air describing how Truman gave out the announcement and what it meant to the war.

For the remainder of the broadcast day, networks kept up a running news bulletin on developments. Correspondents were called in for interpretation, commentary and local reaction from almost all points on the globe. Special discussion forums were hurriedly scheduled. A number of regularly-scheduled programs, such as *Time View the News* on American, were hastily rewritten to play up the Russian-Japanese angle.

Chinese Angle

WOL WASHINGTON, Mutual outlet, had a different and exclusive angle on the Russian entry into the war. The station's special events department took a recordgraph film recorder to the home of the Chinese ambassador in Washington, recorded an interview in which he discussed the Chinese reaction to the declaration of war, and then fed the interview to the full MBS network at 10:30 p.m. Aug. 8.

The atom bomb took second place in a quick shift of pace, only to come back with a bang when news of a second atom-bombing of Japan came in shortly after 12:30 Aug. 9.

CBS television station in New York, meanwhile, although the station was not scheduled for telecasting Wednesday night, had put on a special full-hour program. From 8 to 9 p.m. WCBW telecast films about Russia, presented Maj. George Fielding Eliot with his analysis of the military aspects of the Russian move and also in an interview with Capt. Sergei Kornikoff, Russian author.

It was the first time since Pearl Harbor that WCBW has telecast on an unscheduled night.

'Triumph' Distributed

APPROXIMATELY 300 copies of Norman Corwin's dramatic narrative, "On a Note of Triumph," first broadcast May 8 on CBS and repeated on May 13, have been purchased by Delcevare King, board chairman of Granite Trust Co, Quincy, Mass., for personal distribution to service men in his home town, to civic officials and to all members of the U. S. Senate. Mr. King distributed the copies published in book form by Simon & Schuster, because he said he felt the work expresses the problems of the day in striking, forceful fashion.

Happy Day!

FRIDAY, Aug. 10 will go down as a happy day for four network newsmen. Royal Arch Gunnison and Bert Covit in New York, got extra enjoyment out of covering the Jap offer to quit. So did Don Bell, in the Philippines. All three had been prisoners of the Japs at Santo Tomas. A. A. Schechter, Mutual news chief, former radio officer on Gen. MacArthur's staff, also was happy—the surrender offer coming on his birthday.

Pacific

(Continued from page 16)

its proper use. The wire recorder, among other things, brought back some of the war's biggest stories. It was taken wherever a man could go and used under the most trying circumstances.

Radio's part in winning the Pacific war was cited by two commanders in that area, Admirals Nimitz and King, in a transcription played before the NAB Executives War Conference in Chicago in 1944. On psychological warfare Adm. Nimitz promised, "The program to bring Japan to unconditional surrender will be heard with ever-increasing volume in Japan itself."

Casualties during the entire war ran high. Radio men, both commercial and armed service, were exposed to every risk of battle injury and diseases faced by the combat soldier and frequently more so in their zeal to do the job. With considerably less training, they accompanied the troops everywhere, even on parachute jumps behind the lines.

Among the network correspondents, Mutual casualties were Frank J. Cuhel, killed in Lisbon aircrash in 1942; Raymond Clapper, killed in Pacific plane crash, 1944; Larry Meier, injured at Dieppe; John Thompson, injured on D-Day; Ed Franke, engineer, injured D-Day on PT boat.

American casualties were Tom Frandin, injured in Europe in 1944; Clete Roberts, injured on Leyte, 1944. CBS men on the casualty list include Leigh White, injured during German strafing attack enroute from Belgrade to Athens, 1941; Charles Shaw, slightly injured in jeep accident in France, 1944.

NBC casualties were: Tom Treanor, killed in France, August, 1944; Wright Bryan, wounded in leg during capture of Paris, 1944; Merrill Mueller, hit by shrapnel in Africa, 1942; John MacVane, injured on D-Day; Robert St. John, injured during capture of Greece.

Radios Soon in Canada

NEW CANADIAN radio receivers are expected now to be on the market sometime in November, but will resemble 1942 models. From manufacturers it is learned that most will be mantle models with wood or plastic cases, and will be equipped for FM reception, although there are no commercial FM stations yet operating in Canada. Sets along lines of postwar sets advertised in recent years are not expected to be available for at least another two years.

Distributors Set

BENDIX Aviation Corp., radio division, Baltimore, has completed organization of independent distributors who will handle marketing of firm's new AM and FM sets in 62 major markets.

NORTH
EAST
WEST
SOUTH

The Texas Rangers
SELL
MANY PRODUCTS FOR
MANY ADVERTISERS
NOW
ON
WDBO
Orlando
Southern Baking Co.
GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

U.P. *gives you*
"THE WORLD'S
BEST COVERAGE
OF THE WORLD'S
BIGGEST NEWS"

CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

GATEWAY TO THE RICH TENNESSEE VALLEY
CBS AFFILIATE
PAUL H. RAYMER CO. National Representative
WLAC
WLAC
50,000 WATTS
NASHVILLE

KRNT
THE COWLES STATION *for* *Des Moines*

RICHMOND COVERAGE AT PETERSBURG RATES
WIRE or WRITE
WSSV
MUTUAL
Petersburg, Virginia

ACTIONS OF THE FCC

AUGUST 3 TO AUGUST 10 INCLUSIVE

Decisions . . .

ACTIONS ON MOTIONS

AUGUST 8

Martinsburg Broadcasting Co., Martinsburg, W. Va.—Granted motion for continuance hearing set 8-25-45; continued consolidated hearing with application of Berkeley Broadcasting Co. to 9-13-45.

The Voice of Marion, Marion, Ind.—Granted motion for continuance hearing set 8-29-45; continued to 9-12-45.

ADMINISTRATIVE BOARD ACTIONS

AUGUST 6

WBNS Inc., Columbus, O.—Granted mod. license change corporate name to RadiOhio Inc., covering WBNS WELD W8XUM WBNT WGBD WJLF WMJA WMJB WMJC WMJH WELE WMJD WRBC.

Southern Minn. Supply Co., Mankato, Minn.—Placed in pending file application for CP new FM station.

Johnston Broadcasting Co., Birmingham, Ala.—Same.

Textile Broadcasting Co., Greenville, S. C.—Same.

West Virginia Broadcasting Corp., Wheeling, W. Va.—Same.

Raytheon Mfg. Co., Waltham, Mass.—Retained in pending file amended application for new FM station.

Lincoln Deller, Sacramento, Cal.—Granted license to cover CP authorizing new station 1490 kc 250 w unl. (KXOA); conditions.

ACTIONS BY COMMISSION

AUGUST 7

KOWH Omaha—Denied request for special service authorization 660 kc 100 w N 500 w D unl. for period ending 11-1-46.

WLBZ Bangor, Me.—Granted mod. license change DA-DN to DA-N.

WMAZ Macon, Ga.—Granted mod. license DA-N from quarter-hour before local sunset to quarter-hour after local sunrise during months in which average hour of local sunset and/or sunrise occurs on quarter-hour or three-quarter hour.

LICENSES of following stations granted renewal for period ending 2-1-47: WMFF KGFW WWPG KOME KRMD WEBR WIZE.

LICENSES of following stations granted renewal for period ending 5-1-48: KFAB KFVD KMOX.

WBIR Knoxville—Granted license renewal for period ending 9-1-46.

LICENSES for following FM stations granted renewal to not later than 6-1-45, subject to changes in assignment which may result from proceedings in Dockets 6651 and 6768: WABC-FM WBBM-FM WGFM WDLM WPEN-FM WCAU-FM KDKA-FM WBZ-FM WBZA-FM.

Applications . . .

AUGUST 6

WITH Baltimore—License to cover CP new developmental station W3XMB.

NEW-48.5 mc WCAR Pontiac, Mich.—CP new FM station, 11,000 sq. mi., $106,030 est. cost.

NEW-105 mc Muskogee Broadcasting Co., Muskogee, Okla.—CP new FM station, 7,500 sq. mi., $38,000 est. cost.

NEW-45.1 mc KTSA San Antonio—CP new FM station, 16,534 sq. mi., $216,510 est. cost.

NEW-48.9 mc Peninsula Newspapers Inc., Palo Alto, Cal.—CP new FM station, 624 sq. mi., $36,256 est. cost.

AUGUST 7

NEW-1490 kc Marietta Broadcasting Co., Marietta, O.—CP new standard station 250 w unl.

630 kc WCPO Cincinnati—CP change 1230 kc to 630 kc, 250 w DN to 250 D 100 w N.

NEW-45.3 mc KTOK Oklahoma City—CP new FM station, 16,042 sq. mi., $135,300 est. cost.

1260 kc KYA San Francisco—Transfer control from Harry B. Reynol, O. H. Blackman, A. H. Meyer, Edwin J. Thomas, Leon J. Sloss Jr., James Ladd Delkin, Robert A. Powers. Frederick Emmons Terman, George T. Cameron, Eliot B. Mears, Bartley C. Crum, Marie DeForest Emery, Jean B. Blackwelder, George E. Gamble, John M. Kaar, Joseph L. Glikbarg, James W. McBain, Fred Hage, Blake C. Wilbur, Ralph D. Howe, Julia Fox Brooke, Harvey M. Slater, Mary K. Brown and Edward H. Heller to Dorothy S. Thackrey (83.9%).

AUGUST 8

NEW-1490 kc Pottsville Radio Co., Pottsville, Pa.—CP new standard station, amended to change requested power from 250 w to 100 w.

NEW-46.5 mc James A. Noe, Shreveport, La.—CP new FM station, 7,150 sq. mi., $20,500 est. cost.

NEW-KFBC Cheyenne, Wyo.—CP new FM station, 8,170 sq mi., $22,860 est. cost.

1370 kc WPAB Ponce, P. R.—Acquisition of control by Juan Alberto Wirshing. Arturo Gallardo, Sra. Porrata Doria, Carlos Clavell and Rafael Lopez Zapata.

NEW-47.5 mc KFBK Bakersfield, Cal.—CP new FM station, 3,340 sq. mi., $34,000 est. cost.

AUGUST 9

1420 kc WFCI Pawtucket, R. I.—CP increase 1 kw to 5 kw DA-DN, install new trans.

NEW-92-108 mc WSAM Saginaw, Mich.—CP new FM station amended to request assignment in 92-108 mc band, change coverage to 8,610 sq. mi.

NEW-WFBG Altoona, Pa.—CP new FM station on frequency to be set by FCC, 21,375 sq. mi., $53,500 est cost.

NEW-±46 mc KTUL Tulsa, Okla.—CP new FM station, 17,119 sq. mi., $106,600-$118,600 est. cost.

NEW-44-50 mc KWK St. Louis—CP new commercial TV station, Channel 1. ESR 1535.

NEW-48.7 mc The Copley Press, Elgin, Ill.—CP new FM station, 3,400 sq. mi., $35,000-$45,000 est. cost.

NEW-47.9 mc The Copley Press, Aurora, Ill.—CP new FM station, 3,400 sq. mi., $35,000-$45,000 est. cost.

NEW-48.3 mc The Copley Press, Joliet, Ill.—CP new FM station, 3,400 sq. mi., $35,000-$45,000 est. cost.

NEW-1450 kc Boulder City Broadcasting Co., Boulder City, Nev.—CP new standard station 250 w unl.

AUGUST 10

NEW-91-92 mc Providence Bible Institute, Providence, R. I.—CP new non-commercial educational station, 1 kw, special emission for FM.

1240 kc WBML Macon, Ga.—Acquisition of control by E. D. Black and E. G. McKenzie thru sale 50 sh common stock (25%) by Mrs. Arthur Christie to licensee corporation to be held as treasury stock.

NEW-1450 kc Odessa Broadcasting Co., Odessa, Tex.—CP new standard station 250 w unl.

KFOX Long Beach, Cal.—CP install new trans.

KSLM Salem, Ore.—Same.

NEW-44.7 mc Colonial Broadcasting Co., Providence, R. I.—CP new FM station, 7,840 sq. mi., $73,975 est. cost.

Canadian Stations Standardize Copy

A TRAINING course for copy and program personnel is being started by the ten All-Canada Radio Facilities owned or operated stations in Canada, as a result of their semiannual meeting at Calgary, August 2, 3 and 4. With the intention of improving programming and copy of all types used on the stations, now that many former members are returning from the armed services, research in both these fields has been carried out for the year by Al McKenzie of the Calgary All-Canada office.

Currently all copy from all stations flows into Calgary, where the best is picked out and put into a loose-leaf handbook under subject headings and distributed at frequent intervals to all stations of the group and others represented by the organization who want the benefit of this research. Later it is planned to develop similar handbooks for technical servicing. Selling, programming and other joint operations by the group were also discussed at this session. Harold A. Carson, Calgary, president of the company, was chairman of the meeting.

Those attending were M. V. Chesnut, CJVI Victoria; F. H. Elphicke, CKWX Vancouver; E. Aylen, CJAT Trail, B. C.; N. Botterill, CJOC Lethbridge; A. M. Cairns, CFAC Calgary; G. Henry, CJCA Edmonton; Bill Speers, CKRM Regina; H. Crittenden, CKCK Regina; G. Gaetz, CKRC Winnipeg; Wm. Cranston, CKOC Hamilton; Jim Taylor and H. E. Pearson, All-Canada Radio Facilities, Edmonton; John Baldwin, All-Canada Radio Facilities, Vancouver; John Tregale, All-Canada Radio Facilities, Toronto; and Al McKenzie, All-Canada Radio Facilities, Calgary.

'Magic' Transcription

NEW TRANSCRIBED series, *Blackstone the Magician*, 78 quarter-hours, will be released for local sponsorship by Charles Michelson radio transcriptions. Series features the magic of the internationally known magician Harry Blackstone.

COLUMBUS
WBNS
KEEPS THINGS SPINNING !
CENTRAL OHIO'S ONLY CBS OUTLET
ASK ANY BLAIR MAN OR US !

Stratovision

(Continued from page 17)

he said: "This means that, for best results, the antenna for each ground receiver must be movable, and each receiver equipped with a mechanical device for bringing its antenna to bear exactly on the transmitter of each new station from which a program is desired.

"Stratovision eliminates this need since one fixed antenna installation at the receiver can be beamed so as to cover the entire small-circle course of one plane flying at 30,000 feet, keeping it constantly in 'view'. Such an installation will insure access at all times to all programs of every station operating a transmitter in the plane."

Huge Inverted Cone

Mr. Evans portrayed the system as a huge inverted ice cream cone, with the apex the "small circle" course described by the slow-flying Martin plane-casters and the base circumscribing a signal range the size of New York, Pennsylvania and New Jersey combined.

"Reception of Stratovision broadcasts will be practically free from interference and distortion, caused normally by reflected ground waves and the numerous amplifications or relaying stages required by any previously proposed system to carry television and FM broadcasts over a comparable area."

To provide a usable signal by Stratovision, he maintained, would require only one fiftieth as much power as is needed bv a 50 kw transmitter on the ground covering an area only 100 miles in diameter (as against the projected 211-mile radius).

Mr. Evans estimated that to provide, by ground installation, service comparable to that predicted for Stratovision would require 100 costly relay towers and hundreds of transmitters; or a coast-to-coast coaxial cable network which would cost at least $100,000,000.

Stratovision would employ, it was explained, a low-powered ground transmitter to send television and FM broadcasts to the high-flying transmitter for rebroadcast to surface outlets.

Mr. Evans claimed for the plan a solution to the problem of providing the new services to rural areas and small communities. He believes it will place network transmission of such programs on a sound economical basis immediately.

Additional Claims

"Early experiments show that the system is completely workable in any of the several television and FM frequency allocations which were recently announced by the FCC," he stated. "Operation improves, however, in the high frequencies and this means that the system will hasten the day of practical color television."

The youthful inventor, Mr. Nobles, made these additional claims for Stratovision:

1. That it will reduce the possibility of 'ghosting' on television screens.

"'Ghosting' is the annoying out-of-register viewing which occurs when receivers pick up programs by two different waves—one arriving by the most direct path between the transmitter and the receiver, the other by a reflected path. Stratovision reduces the possibility of such reflection because its high-altitude operation will enable receiver owners to point antennas into the air—above mountains and other ordinary sources of ground reflection. In addition, movement of the plane will make any reflection which might occur of only very brief duration—so brief, perhaps, as to be undetected by the eye."

2. That Stratovision will drastically reduce distortion resulting from repeated amplification.

No "Radical Problems"

"Each repeater station adds its quota of distortion to a television or FM program and any ground system, because of its many repeaters, would, of necessity, build up a great amount of accumulated distortion. Stratovision, requiring only eight relay points to serve 78% of the population, would all but eliminate this problem."

William K. Ebel, vice-president in charge of engineering for The Glenn L. Martin Co., told reporters in New York that his firm doubted whether Stratovision, despite its Jules Verne aspects, presented any "radical problems of aircraft design or operation".

"One of the most unusual features" he added, "is that after years of striving progressively for greater speed in all our design and construction, it is intriguing to be asked to build a huge heavy-load plane to fly only fast enough to remain safely aloft at very high altitudes.

"Present plans call for conventional all-metal, low-wing monoplanes—almost as large as the famed B-29, but with gross weight only a third of the Superfortress. They would have automatic pilots, turbo-superchargers and supercharged cabins. Each plane would have a wing spread of 161 feet and weigh about 20 tons fully loaded.

"They would be powered with two 1450-horsepower engines, cruise at less than 150 miles per hour, have a top speed of 266 miles per hour and be equipped with retractable landing gears."

He said it would require 25 minutes for a fully loaded plane to attain the six-mile broadcast altitude. All planes will carry modern blind flying and anti-icing equipment, he observed, for safe ascent and descent through bad weather at lower altitudes.

30,000-Foot Level

Planes, he said, would be designed to operate at the 30,000-foot level for slightly under 11 hours on one fueling. Reserve endurance at that altitude, he added, would be provided for approximately two more hours. With a maximum flying capacity of fuel for 13 hours, and eight hour cruising shifts proposed, each plane would have more than a 50% reserve against emergency, according to Mr. Ebel.

This additional fuel supply will permit planes, said Mr. Ebel, to take off from and land at distant bases in the event weather conditions require circumnavigation of storm areas. He explained that relief planes would be sent aloft sufficiently in advance of changes in detail to guarantee against interruption of service.

He revealed, also, that each four-plane unit would have an auxiliary plane—a smaller craft—equipped to cover any special event or emergency within the location's 103,000 square mile area.

Following is a statement by Paul W. Kesten, CBS executive vice-president, on Stratovision:

"Television stations in the sky covering a 400-mile circular area will not take the place of local stations, each serving its own community, but the 'Stratovision' proposal offers a magnificent opportunity for nationwide programs aimed at Coast-to-Coast audiences and will provide wider coverage of small towns and rural areas than any network of television stations on the ground. Many of the electronic projects which CBS television engineers have worked on during the war point to the feasibility of airborne transmitters."

Montreal's great Aldred Skyscraper symbolizes the volume of business in Quebec Province.

RADIO PLANNING PAYS . . .

Montreal's great skyscrapers are a constant reminder of the business activity of Quebec Province. 3½ million people form a large and specialized audience for your radio message—they will respond when the program is designed especially for Quebec. We specialize in designing programs, in both English and French, for the whole of Canada. May we prove to you, as we have done for many National advertisers, that R.P.P. Radio Planning Pays?

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

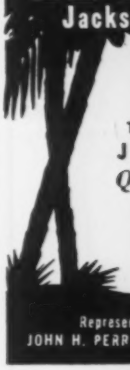
It's consistent
leadership that counts.
It's listeners you're
really after.
We deliver 'em.

"Hooper after Hooper proves it!"

KTSM
EL PASO, TEXAS

Nat. Reps.
Geo. P. Hollingbery

WJHP
Jacksonville, Fla.



To Reach the People of
JACKSONVILLE
Quickly—
Effectively
USE
WJHP

Represented by
JOHN H. PERRY ASSOCIATES

THERE'S ONLY
1
TRIBOROUGH
BRIDGE
but
WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—
Loew's Affiliate

REST where
it is COOL

HOTEL
Mayfair
ST. LOUIS

AIR-CONDITIONED

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Salesman. Outstanding independent station in middlewest seeks commission salesman of proved ability and integrity. Right man can earn $10,000-$12,000 a year. Send complete details first letter, in confidence, to Box 429, BROADCASTING.

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Northeast Texas Blue-Mutual 250 watter needs combination first class engineer-announcer. Pleasant working conditions. Permanent position. Floaters please do not reply. Write complete history and salary requirements first letter. Box 911, BROADCASTING.

Announcer wanted by southern 50 kw station. Salary and talent. Excellent opportunity for good man. Box 925, BROADCASTING.

Wanted—Ex-serviceman for position as chief engineer for growing southern CBS station. Must have experience, must know radio transmission, have first class ticket. Must have initiative and be willing to assume responsibility and work men. Excellent opportunity for right man. Box 928, BROADCASTING.

Salesman—Basic network station in midwest major market has opening for experienced salesman (young man preferred) who wishes to establish himself permanently where his ability will mean worthwhile income, pleasant surroundings and one of the finest opportunities for the future offered anywhere. Write fully (in confidence) giving age, marital and draft status, experience and salary requirements to Box 966, BROADCASTING.

Engineer—Network station in Michigan needs a good engineer, capable of smooth control room operation and transmitter maintenance. State full qualifications and minimum salary. Permanent position with good future. Box 968, BROADCASTING.

Station manager desired—To direct operations, including sales, of 250 watt network station. Unusual opportunity for alert, aggressive, experienced radio man to become permanently connected with an organization operating a group of stations. Please outline complete details in first letter. Reply to Box 981, BROADCASTING.

Wanted — account executive. Out of town. Must speak and write perfect Spanish—do not apply otherwise. Give full details experience, background, salary requirements. Box 982, BROADCASTING.

Unusual opportunity—The man we are looking for is a thoroughly experienced radio man with good program background, able to train and direct personnel, to take over virtual management of independent network affiliated station, midwest town of 30,000 population. Good proposition for right man. Apply care of Box 985, BROADCASTING.

Wanted—Licensed engineer for 250 watt CBS outlet in midwest. Write Box 986, BROADCASTING.

Indiana local needs experienced announcer-engineer. Send qualifications airmail to Box 987, BROADCASTING.

Announcer—Capable becoming program director. Sober, capable, cooperative. New York network local. Details first letter. Box 989, BROADCASTING.

Radio program salesman—Travel middlewest. Drawing account and commission to one time closer. Capable of earning $7000 yearly. Box 991, BROADCASTING.

New England announcer—Permanent position doing news, record and variety shows with 5 KW CBS affiliate. Must be experienced and stay for one year. Preferably a veteran and a man interested in becoming a part of the staff and community. Also must be successful in present work. Write Box 992, BROADCASTING.

Exceptional opportunities available for three experienced men. New Pennsylvania station needs program director, continuity writer and salesman. Metropolitan market. Network affiliate. Box 994, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Experienced announcer, good newscaster, clever ad lib man. Promise of chance at being program director. Salary—$65.00 for 40 hours. Box 995, BROADCASTING.

50,000 watt, cleared channel CBS affiliate seeks writer-producer, experienced in variety type programs, and small combination shows. Write full details to Box 998, BROADCASTING.

Wanted—First class engineer capable of taking over duties of chief, also announcer looking for chance to use all his talents. Good North Carolina city where working conditions are ideal. Salary based on experience and ability. Box 7, BROADCASTING.

Wanted—First class transmitter operator for Wisconsin Network station. No announcing. This is not a duration job. Experience unnecessary. Box 9, BROADCASTING.

Salesman: Must be a live-wire, capable of contacting merchants, writing spots, developing some programs . . . must like to sell . . . local station, Blue outlet, college graduate who can qualify quickly for advancement, pays $45 per week at start, $5 car allowance, and all gasoline and oil expense. Must have car . . . write full details . . . East coast station Box 10, BROADCASTING.

Dominate 5000 watt station of the southwest is looking for announcer. Man we want must be steady and experienced. Address all communications to KWTO, Springfield, Missouri.

Veterans: Experienced in news? Special events? MC? Maybe we can use you. Send ET and details. WDRC—WDRC-FM, Hartford 4, Connecticut.

Wanted: A top-notch local salesman for WRAL. Wire or call Fred Fletcher, 6411, Raleigh, N. C.

Excellent opportunity for young lady capable of writing good commercial continuity and creating and emceeing a half-hour women's show. Qualifications include accurate typing, pleasing personality, ability to talk ad lib, and willingness to work. Send complete details, photo, and salary requirement to Marshall Rosene, Radio Station WSAZ, Huntington, West Virginia.

Announcer—Excellent opportunity for experienced man capable of doing news, commercials, and special events. Send full details including transcription and salary requirements to Marshall Rosene, WSAZ, Huntington, West Virginia.

TRANSMITTER ENGINEER WANTED—1ST CLASS LICENSE. POSTWAR FUTURE. CALL COLLECT, WSAM, SAGINAW, MICHIGAN.

Transmitter engineer—For 5,000 watt Columbia affiliate station, KGVO, Missoula, Montana. University city—excellent working and living conditions; steady position now and postwar. Some transmitting experience required. Local A F of L rates minimum 40-hour week at $1.06 an hour. Reply only if available two or three weeks. Not a "combination job".

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Experienced announcers, copy writers, salesmen, wanted for new Mutual Station KALL, 248 South Main Street, Salt Lake City. Must have certificate of availability. Send all details with application.

1,000 watt American daytime station wants announcer-operator. $40.00 plus yearly bonus. Send audition record and picture. WRRF, Washington, N. C.

Need news man for rewrite and mike work immediately. Send transcription to Dow Mooney, WKY Radiophone Company, Oklahoma City, Okla.

Announcer with news writing background. Write C. L. Eanes, Chester Times, Chester, Penna.

Newscaster wanted—50 kw midwest station. Prefer man who has good knowledge of preparation of news as well as necessary voice. Attractive proposition for right man. Send full details in perfect confidence. Box 20, BROADCASTING.

Situations Wanted

Engineer—Five years in broadcasting; studio, recording, transmitter; fifty kilowatt network experience. Just returned from eighteen months in Europe on Government assignment. First class phone license, 4F, married. Seeks permanent position. Box 930, BROADCASTING.

Program director—Now employed as announcer with 50,000 watt network station. Desire small or medium powered station in midwest affiliated with net. Family man, permanent, reliable, progressive ideas. Box 962, BROADCASTING.

Announcer—experienced man, versatile, looking for a job with a future. Solid addition to your staff. Box 974, BROADCASTING.

STATION EXECUTIVE familiar with operations from ground up desires managerial post or can handle any department other than technical. Age 33, married, two children, 14 years with same station, network outlet in good market, having worked up from announcer through special events, program director, merchandising manager and assistant general manager. Willing to take any position with opportunity for development based on results. Prefer east or midwest. Box 980, BROADCASTING.

Announcer-newscaster—2½ years experience. Ex-serviceman. Will do staff work. Prefers eastern city with population over 100,000. Excellent references. Box 983, BROADCASTING.

Radio engineer—Twelve years experience in broadcasting. Experience includes FM and directional antennas. Desires a connection with a broadcast station. Box 996, BROADCASTING.

Young woman, college graduate 1945, control room experience, best of references, wishes position. Prefers New England. Box 997, BROADCASTING.

Producer-announcer: Production preferred. Fifteen years experience in announcing, production, narration, acting, newscasting, piano. Married, 4F. Now employed but desire change to permanent postwar job. Box 999, BROADCASTING.

Chief announcer-production man—Veteran WW2, married, six years experience, wants program directorship small station. Will go anywhere. Permanent position only. Box 2, BROADCASTING.

Announcer-producer—Independent and network station experience. Could handle studio control board. Married, 4F, prefers midwest. Take Michigan area. Immediately available. Box 3, BROADCASTING.

Program director-producer-announcer. Thoroughly experienced all phases of broadcasting. Fully capable of assuming responsibility. Now in executive capacity. Network quality air work. Fine character, personality. Interview can be arranged. Box 4, BROADCASTING.

Assistant manager-program director—32, family, seeks opportunity with new (CP) or established station located anywhere. Seven solid years in commercial studio broadcasting. All details upon request. Best references. Box 5, BROADCASTING.

Operator and announcer—Four years experience, first class license, good voice. Pacific Coast preferred. $50 weekly. Married, three children. Permanent. WMC approval. Box 6, BROADCASTING.

Engineer-executive seeks position with progressive broadcaster. Experienced all phases—studios, standard and shortwave high power transmission and FM. Excellent references. Box 8, BROADCASTING.

Producer-writer—50 kilowatt experience, wide musical and dramatic background, seeks programming or production position in station interested in quality local commercial and public service programs. Box 11, BROADCASTING.

Good morning show or OWL on station needing good feature show or mail count special. First ticket, good voice, six years of experience west coast. Box 12, BROADCASTING.

Engineer—Experience, studios, transmitters, recording, net stations. Box 14, BROADCASTING.

Wanted: Engineering job in smaller studio. Opportunity first consideration. Kindly give all details. James Renshaw, YMCA, Oklahoma City, Okla.

Station manager or production manager—Know the In's and Out's of West Coast radio . . . program by sure fire methods. Box 13, BROADCASTING.

Station manager, now employed, ten years experience in all phases of broadcasting, with outstanding record of sales and management. Family man, college graduate, steady, sober, and aggressive. Best of references. Desires change. Box 16, BROADCASTING.

Situations Wanted (Cont'd)

Thoroughly experienced program manager wishes position with progressive station, network or independent. Background includes every phase programming and production. Have worked for CBS and Blue affiliates and independent operations. Excellent community contact man. No floater, married, middle thirties, three children. Box 17, BROADCASTING.

Newscaster—Capable editor. Rewrite. 2 years radio, 2 years newspaper. 22, married, 4F. $350 monthly. Box 18, BROADCASTING.

Administrative—Returning veteran with Navy radio technician training and experience, also 20 years of Banking and Accounting experience, including 7 years as a Bank Examiner before entering the service. Looking for a permanent administrative position, preferably treasurer or comptroller, with a broadcasting system or radio and electronic manufacturer. Box 19, BROADCASTING.

Announcer — Thoroughly experienced, now employed 5 kw station. Excellent twelve year commendable record. Have substantiated reputation as conductor-producer of Musical Clock and Make-believe Ballroom type programs. Family man, age 36. Desire permanent position affording good remunerative opportunity with normal home life. Also, good newscaster. Replies confidential. Box 21, BROADCASTING.

Wanted to Buy

250 Watt FCC approved transmitter. Give full particulars. Box 897, BROADCASTING.

Wanted to buy—1000 and 5000 watt transmitting equipment for cash.. Box 919, BROADCASTING.

1 kw broadcast transmitter or amplifier. Box 923. BROADCASTING.

Wanted—Field Meter, state make, model, age, condition and price. Box 993, BROADCASTING.

Light portable two-speed playback machine. Best condition. M. Belmont Ver-Standig, 1001 15th St., N. W., Washington, D. C.

Licensed radio engineer desires to purchase interest in small broadcast station. Seamon, Wiscasset, Maine.

Wanted immediately—Studio Console Western Electric 23 Series RCA 76B2 or similar type. Wire details Centre Broadcasters, State College, Pa.

For Sale

For sale—Western Electric 353 E-1 1 kw broadcast transmitter with two sets of new tubes, spare oscillator, miscellaneous spare transformers, retards and condensers. Also, Western Electric 110A volume limiting amplifier, Washington Institute of Technology Phasemeter, various parts for phasing equipment including 9 RF ammeters. Box 907, BROADCASTING.

Broadcast transmitters available—(2) New 250 watt Model K-250 at $3,000 each; (1) New 250 watt Composite at $3,000; (2) New 1000 watt Model K-1000 at $6425 each; (1) Reconditioned 500 watt Western Electric $5000; (1) Reconditioned 1000 watt De Forest-Sylvania at $5,500 each. Filing data available. Terms 50% with order, balance at time of shipment. Transference subject to any Government regulations. Kluge Electronics Company, 1031 North Alvarado Street, Los Angeles 26, California. Telephone Exposition 1742.

ANNOUNCER WANTED

One of the South's greatest 50,000 watt stations wants a reliable, intelligent, above-average man—opportunities unlimited. Basic salary and talent fees.

Write Box 975, BROADCASTING

CREWS TO SET UP USAF RADIO DEPT.

ALBERT CREWS, production director of NBC in Chicago and author of *Radio Production Directing* textbook, has been granted a seven-month leave of absence to establish a radio department at the new U. S. Armed Forces Institute, Biarritz, France.

Mr. Crews

Crews will be commissioned a major and is to leave New York August 15. In addition to establishing a curriculum of radio courses for the new GI university, he will help programming of Armed Forces Radio Service station at Biarritz.

He resigned as head of the Department of Radio, School of Speech at Northwestern U. in 1943 to join NBC. In addition to his duties as production director he was co-director of NBC-Northwestern U. Summer Radio Institute.

WHOM Eye-Witness

CHARLES BALTIN, program director of WHOM New York, interviewed survivers and eye-witnesses of the bomber crash into the Empire State Bldg., using a recordgraph film recorder to preserve the interviews for broadcast later in the day.

KYA Transfer Filed

PALO ALTO Radio Station Inc., licensee of KYA San Francisco, last week formally filed with FCC application for transfer of control to Dorothy S. Thackrey, publisher of the *New York Post* and principal owner of WLIB Brooklyn [BROADCASTING, May 21]. Application for companion deal, sale of KMTR Hollywood to Mrs. Thackrey, has not yet been received by Commission. Total amount involved is about $1,000,000.

SUCCESSFUL STATION MANAGER AVAILABLE

Former station owner and operator in metropolitan market, with a most successful background, is available immediately for a going station or one that is being built.

He has an excellent record of sound, constructive and profit-making management. In addition to radio he has 15 years of executive experience in advertising with major newspapers.

He can furnish the finest references as to ability and character. All correspondence held in strict confidence.

BOX 990,
BROADCASTING

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing
Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

BUY
WAR BONDS

WARREN TRANSPORTATION CO.
CONTINUES OVER WRRN FOR 26 WEEKS
THE SHADOW
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
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MO 2-7859

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Consulting Radio Engineer
Munsey Bldg. District 8456
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FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R. C. A. COMMUNICATIONS, INC.
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Specializing in Broadcast and
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Earle Building, Washington 4, D. C.
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Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
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Washington, D. C.

Tel. Bridgeport 7-2465
Garo W. Ray
Consulting Radio Engineer
Hilltop Drive Stratford, Conn.

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
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NATIONAL 7161

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Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
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HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

Radio Engineering Consultant.
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
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CONSULTING RADIO ENGINEERS
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MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
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Nat'l Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Warfield 9089
College Park, Md.

At Deadline...

41,500,000 HEAR TRUMAN POTSDAM TALK

PRESIDENT TRUMAN'S Thursday night broadcast report of the atomic bomb and the Potsdam conference was heard by an audience of 41,500,000 adults, according to a survey made for CBS by C. E. Hooper Inc., which gave the President a rating of 54.1.

The President's first address to a joint session of Congress after assuming office following the death of President Roosevelt, had a 32 rating. His V-E Day broadcast set a new daytime high with a rating of 64.1. On April 17, his address to the armed forces rated 53.6. Opening the San Francisco conference, his speech rated 41.2; his conference closing session address rated 27.3; his May 21 address in presenting the Congressional Medal of Honor to T/Sgt. J. W. Lindsey rated 20.6.

Closed Circuit

(Continued from page 4)

munications & Transportation Dept. Comdr. T. A. M. Craven, Cowles vice-president and former Commissioner, has been mentioned often on Capitol Hill as the likely administrator should such a plan evolve.

NETWORKS STILL are not happy about the pool plan for Presidential journeys. Most believe each network should have a man on the assignment, rather than being represented by a competitor. News services each have own men. Most outspoken is A. A. (Abe) Schechter of MBS whose man, William Hillman, won the toss for Potsdam trip as well as the President's journey to San Francisco.

WORD AROUND WASHINGTON: That White House, in arranging President Truman's radio talk last Thursday, cleared time with only one network without consulting others directly. The three blind mice had to skip quickly to adjust their schedules.

UNLESS CONGRESS gives the nod, Charles A. Siepmann and Eleanor Bontecou, plus couple of statisticians, may have difficulty collecting salaries from FCC. After Commission hired the former BBC program executive and erstwhile employe of Justice Hugo Black [BROADCASTING, July 30, Aug. 6], it developed that in the 1946 fiscal year budget there was no provision under which the "experts" could be paid.

ADD to worries of FCC: Private industry is angling for several top attorneys and engineers, now on Commission staff. Salary offers reported tempting and while Government employes feel honor-bound to stick until released, a general exodus of top-flight aides may come. That's why Chairman Porter has efficiency experts quietly surveying legal and engineering departments with view to reclassifying some jobs Civil Service-wise to get more money for his people.

LOOK for Byron Price, competent Director of Censorship, to be first War Agency head to hand President Truman his resignation come V-J Day. Mr. Price has indicated that the moment the war ends officially his work is done and his office will be closed.

CREUTZ NAMED ASSISTANT DIRECTOR OF PRODUCTION

JOHN CREUTZ, chief of the Domestic and Foreign Branch, WPB Radio and Radar Division, since June 1944, was last week named assistant director of the division in charge of production. He has been with WPB since December 1942 and previously served the industry as a radio engineer and consultant.

Henry B. Esterly, former assistant chief of the Domestic and Foreign Branch, succeeds Mr. Creutz as chief of the branch. Mr. Esterly was in the distribution end of the radio industry previous to joining the division in September 1943.

Both appointments are part of a streamlining of the division designed to aid the industry "in an orderly reconversion to civilian production when military requirements have been met", according to Melvin E. Karns, recently named director of the division.

SPOT AUTHORIZATIONS MAINLY FOR HOME SETS

FIRST SPOT authorizations for civilian electronic equipment, issued Friday by the WPB Radio & Radar Division, totaled approximately $400,000. All but about $60,000 was for home radio sets. Authorizations went to General Television & Radio Corp., Chicago; Electronics Corp. of America, New York; Kemp Equipment Co., Rochester, N. Y.; and Templeton Radio Mfg. Corp., New London, Conn. Remaining authorizations were for amplifiers and test equipment.

John Creutz, new Assistant Director for Production, explained that authorizations are granted on basis of component production capacity in excess of that required for military orders and after manpower clearance. Authorizations may be cancelled if it is found that civilian production interferes with military deliveries.

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NEWSPAPERS SEEK FM

COPLEY PRESS Inc., publishers of *Elgin Courier-News*, *Aurora Beacon-News* and *Joliet Herald-News* (Illinois) last week filed applications with FCC for FM stations in each of three newspaper cities. (For details see Actions of FCC, page 74).

CBS HONORS REPORTERS

THREE CBS war correspondents lately back from fighting fronts, William J. Dunn from Pacific Theater, Larry LeSueur and Charles Shaw from ETO, will be guests of honor at a news luncheon to be given by CBS Tuesday Aug. 14 at the Waldorf-Astoria, New York.

SAW ATOM BOMBING

NBC's Robert Shaplen came in shortwave from Okinawa with what is thought to be the first eyewitness story of damage done to Nagasaki by the atom bombing on Aug. 9. He said, "It looked like a volcano in the process of eruption."

People

JAMES J. FINN, former president of his own publishing firm, has joined Shappe-Wiles Inc., New York, as vice-president and will supervise merchandising and public relations for all industrial accounts of the agency.

ELLIS TRAVERS, manager of Chicago office of Roy S. Durstine Inc., has been elected vice-president of the agency. He was formerly vice-president and Detroit manager of Ruthrauff & Ryan.

HENRY A. STAMBAUGH, formerly of WSPD WTOL WLOK and WXYZ now with announcing staff of WAGA Atlanta.

HOWARD VAN JEPMOND, previously associated with the engineering staff of WJJD Chicago, has rejoined the station.

CPL. WILLARD BUTLER, former NBC spot salesman in New York and McCann-Erickson (N. Y.) timebuyer, is now stationed near Rheims, France, with the 999th Signal Service Co.

JOHN H. FERN, for three years newswriter with NBC, night news editor of WMAQ WENR Chicago and on the news staff of WTAM Cleveland and KOA Denver, recently released as public relations officer for the 7th Fighter Command, has been appointed assistant editor of Mutual's newsroom in San Francisco.

JOHN HOPKINSON, formerly associated with Bob Conn Assoc., WJJD and WIND Chicago, has joined Associated Broadcasting Corp. in charge of Chicago sales. Present plans call for headquarters in the Carbon and Carbide Bldg.

MARGARET THOMAS, former continuity chief of WSRR Stamford, Conn., on Aug. 13 was to take over *Women's Radio Bazaar* on WTIC Hartford.

M. L. MUHLEMAN, former editor and publisher of *Radio*, engineering magazine, has joined the editorial staff of trade and technical division, J. Walter Thompson Co., New York.

ROBERT McCORMICK, NBC's news chief at Guam where he was attached to Fleet Admiral Nimitz's headquarters, was in San Francisco last week en route East for news assignment with the network's Washington bureau.

LUELLA HOSKINS, acting chief of the OWI Radio Section, Cairo, Egypt, returned to New York last week.

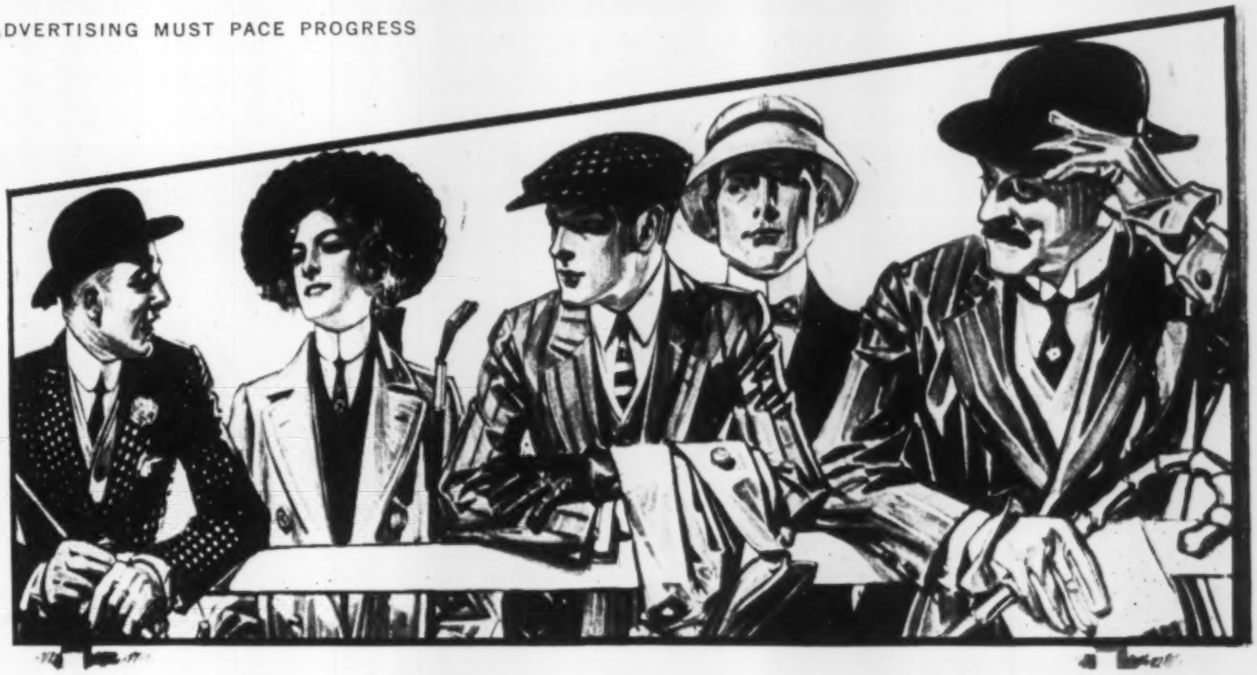
HELEN MEKEUS, for nine years head of KRNT Des Moines transcription department, is new traffic manager, succeeding Jean Gragg, who resigned after 17 years with Cowles organization to be married.

F. K. HALSEY DIES

FREDERICK KEMPSHALL HALSEY, associated with the Wendell P. Colton Adv. Agency, New York, died Thursday in Hillside, N. J. He was 48. A descendant of Thomas Halsey, who settled on Long Island in 1657, he was a reporter on the *Elizabeth Daily Journal*, later heading his own advertising agency in Elizabeth. During the first World War he served in the naval air service. He leaves his widow and daughter.

XUM

● ADVERTISING MUST PACE PROGRESS



Arrow ads made men *"Style Conscious"!*

Advertisements like this 1907 Cluett-Peabody poster did more than just sell Arrow Collars. They made American men style-conscious, and set the stage for today's vast male fashion industry.

In The DISTRIBUTION DECADE

Advertising Must Again Accelerate Sales By Selling *Style!*

It has always been one of advertising's important functions to raise the "bare necessities" of life above the levels of mere utility, and to create accelerated turnover and volume by creating increased desirability for variety through *style*.

In the Distribution Decade ahead, to develop the augmented sales volume that must materialize in order to achieve full employment, not only of manpower, but also of production and capital, advertising must again perform this function. It will take the combined planning, ingenuity and genius of the best minds in marketing, merchandising and advertising to do the job.

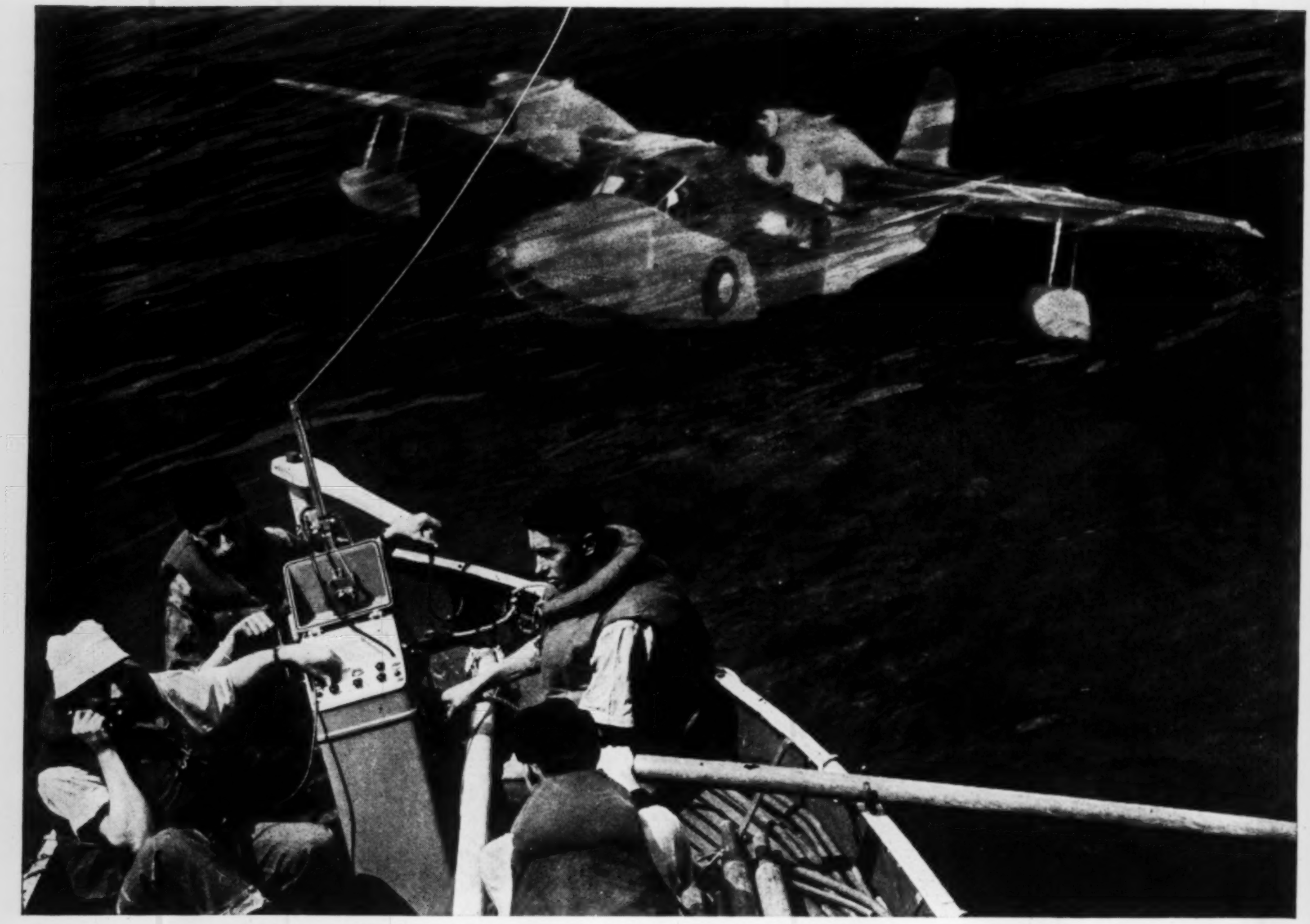
Alert advertising men are working on these plans, *now!* Here at WLW, we are giving serious thought to the best ways and means of stepping up Distribution in the four-state market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

". . . to WLW for outstanding reporting of the news"

THE NATION'S MOST MERCHANDISE-ABLE STATION



With the new RCA lifeboat radio, shipwrecks need no longer take a terrible toll of lives.

A two-way radiophone—for lifeboats!

Here's when a telephone comes in rather handy . . . when you can "get your party" and hear "We'll pick you up in a couple of hours!"

With the new RCA compact lifeboat radio, that's exactly what happens. A kite, or a balloon, takes the antenna up as high as 300 feet.

Turn the crank and out goes an SOS—along with a direction-finder beam so shore stations can figure your exact location.

But even more amazing, shipwrecked mariners can actually talk with the men on their way to the rescue. Moreover, they can get in touch with ships, airplanes, and that wonderful place called "land"—even if they're 1000 miles away!

Endless research, such as went into developing this lifeboat radio, goes into everything that is made by RCA.

And when you buy an RCA Victor radio, or television set or Victrola, you enjoy a unique pride of ownership in knowing that you possess one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20.

Listen to The RCA Show, Sundays, 4:30 P. M., E. W. T., over the NBC Network.

Joseph McDonald and Donald Kolb (holding balloon) are the Radiomarine engineers who developed and perfected this lifeboat radio. Here is the balloon that is inflated with helium—sending up the antenna. At left is the "miniature broadcasting station" and "telephone."

RCA

RADIO CORPORATION of AMERICA

PRINTED IN U.S.A.

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